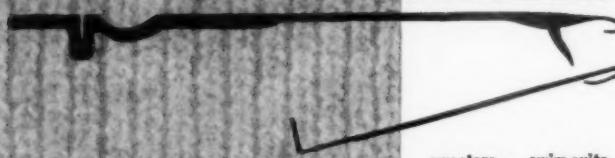


# Knitted Outerwear Times



the official publication of the  
national knitted outerwear association  
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Vol. 30

MONDAY, JULY 17, 1961

No. 30

## Acid-Dyeable Orlon Available

Commercial availability of Orlon Type 44 acid dyeable staple was announced by the DuPont Company at a press conference last Thursday. Type 44 had originally been introduced at an Orlon Spinners Conference in January. At that time, it was stated that if trade demand for the fiber developed it would be produced on a commercial basis.

Orlon Type 44 in combination with Orlon Type 42 can be used to produce multi-color styling effects, using single bath piece dyeing techniques. The effects would be similar to those produced with blends of Acrilan 16 and Acrilan 16.56.

The acid dyeable DuPont acrylic fiber can be used in 100 per cent form or in blends in the following proportions:

- 90 per cent Type 42 with 10 per cent Type 44.
- 67 per cent Type 42 with 33 per cent Type 44.
- 50 per cent of Type 42 and 44.

With each fiber type accepting a different amount of dye-stuff, it was explained five variations of two colors may be obtained in a single bath to produce stripes, bars, heathers, argyles and other fancy patterns.

These various blends of types of Orlon, according to DuPont, can be cross-dyed with no staining of either fiber during dyeing. Colors are claimed to be fast to 140 degrees F. washing and show at least 40 hours fastness in the Fade-Ometer. Fastness is also outstanding in dry cleaning, hot-moist pressing and

under crocking and high perspiration conditions.

The initial whiteness of Orlon Type 44 acrylic fiber, it was stated, results in clear, bright shades in cross-color effects. Color stability to heat and use exposure is termed excellent. The good initial whiteness of both Orlon Type 42 and Orlon Type 44, DuPont claims, means that bright pastel shades can be dyed on either or both fibers.

Blends of the two types of acrylic fibers are expected to gain acceptance in knitwear.

(Continued on Page 66)

## Obituary

### A. Paul Cohen, Past NKOA President, 69

BROOKLINE, Mass.—Services were held July 12 for A. Paul Cohen, former president and treasurer of Suffolk Knitting Co., Lowell, Mass. He was 69.

Mr. Cohen was president of the National Knitted Outerwear Association in 1933 and 1944. He retired from the knitwear business in 1950 to private practice as a lawyer and business consultant.

In the NKOA, Mr. Cohen headed the Emergency Industry Advisory Committee in 1943 and served as vice president of the New England District. During the New Deal's National Recovery Administration, he was regional director of the New England offices of the Knitted Outerwear Code Authority.

Mr. Cohen graduated from Harvard College and Harvard Law School. In World War I, he was a pilot and during World

(Continued on Page 66)



Sweater Queen Regina Collins

### N. J. Sweater Queen Crowned At Palisades

PALISADES PARK, N. J.—Red-haired Regina Collins, 20, of Wood Ridge, N. J., won the New Jersey Sweater Queen contest June 28.

The competition is sponsored annually by the Knitted Outerwear Foundation and Palisades Amusement Park. Miss Collins won a \$100 U. S. savings bond.

Georgia Lekas, 22, of Westfield, N. J., won a \$25 bond as the runner-up, and Robin Solski, 19, of Linden, N. J., finished third. Miss Solski and the fourth place winner received sweaters.

The contest, held in an outdoor arena, drew an attendance of over 2,000. It was the fourth contest held in Palisades Amusement Park for the selection of the New Jersey Sweater Queen. Arrangements have already been made for the 1962 contest.

## NKOA Officials Go To Geneva

Upon the invitation of Secretary of Commerce Luther H. Hodges, James F. Nields, president, and Sidney S. Korzenik, executive director and counsel of the National Knitted Outerwear Association, will serve as industry advisers to the U. S. Delegation at the International Textile Conference which meets this week in Geneva, Switzerland.

The International Textile Conference was convened at the proposal of President Kennedy. Its purpose is to bring about a wider sharing of the burden of textile and apparel imports shipped abroad by Japan, Hong Kong and other low-wage areas, thereby relieving the U. S. market of some part of the present volume of such imports and setting limits upon this influx in the immediate future. At the same time, it seeks to avoid injury to the Asiatic exporting nations by inducing other Western countries which now restrict or bar such imports, to accept a greater share. The European nations which are members of GATT (General Agreement on Tariffs and Trade) are expected to attend the conference.

Although the agenda of the meeting will be devoted exclusively to cotton products in all stages from semi-processed to finished wearing apparel, it is regarded as representing but one step in a general program still in formation looking toward relief for textiles and apparel in all fibers. Cotton goods were first singled out for special treatment

(Continued on Page 69)

**SPECIAL ISSUE: Preview of New Swimwear Fabric Lines**

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## Knitted Outerwear Times

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The Knitted Outerwear Times being the official publication of the National Knitted Outerwear Association, is exclusively devoted to the dissemination of information, the exchange of opinion, the stimulation of trade, and the general improvement of the knitted outerwear industry in accordance with the Association's basic objectives as expressed in the preamble of its by-laws.

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## Swimwear Fabric Review

## New Fabric Ideas Introduced For '62

By CHARLES REICHMAN, Editor

KNITTED swimwear fabrics laminated to urethane foam and others bonded to latex foam are among the spanking new fabric creations that have been developed for the 1962 season in the sun. Other striking new knit swim suit fabric ideas that yardgoods knitters have devised include elasticized double jerseys as well as a more creative assortment of conventional single needle rubberized jersey fabrics.

Not to be outdone by their knitted yardgoods competitors, weavers and converters have also come up with a number of striking original woven swimwear fabrics for the new season. Significant among these are the following:

- Woven stretch fabrics.
- A greater number of wispy-weight spandex fabrics.
- Broader selections of surface-textured materials.

Although swim suits made of woven fabrics still outsell those fashioned from knitted cloth by a fairly comfortable margin, it's the new knits that claim the spotlight for '62, if for no other reason but their novelty and, in the case of the laminates, their wholly unique construction features.

In view of the current popularity of laminated knits in other apparel areas, it is not surprising that this new fabric dimension should expand into the swimwear field. Many swimwear manufacturers are, of course, still uncertain of the potentialities of laminated knits in swimwear. So far, there has been only limited use of these foam-backed fabrics. But what is apparently impressing the trade is that the few firms which handled them on a modest scale this summer have scored good sales and, as a result, plan to land their upcoming '62 lines with a greater number of laminated models.

Swim suit makers who have carried foam-backed swim suits this season claim that these bathing costumes not only look good on the wearer, but have the added advantage of not requiring any rubber component. Another important advantage cited is that the suits dry quite rapidly.

The introduction of swimwear fabrics welded to latex foam carries the laminated idea even further and, in the opinion of

some swimwear observers, constitutes a far more logical development than the use of urethane foam as a backing for knitted swim suit fabric. Not only do the latex foam-backed knit fabrics have greater resilience than the knits laminated to urethane, but they are equally light in weight and have the added feature of somewhat greater body. This latter property is attributed largely to the fact that latex foam is not as porous a construction as urethane foam. Originally, the lower porosity of the latex material could be a handicap but the promoters of latex-backed swimwear fabrics claim that their technique of bonding knit fabric to latex overcomes this drawback.

In both the urethane and latex constructions, sandwich lamination is generally employed; that is, two different types of knit fabrics, one serving as a liner and the other as the face fabric are bonded to both sides of a paper-thin sheet of either urethane or latex foam. In the urethane-backed fabrics the lamination process is executed by means of a flame or fusion process. In the latex-backed fabrics the bonding is accomplished by means of adhesives. In both instances, the bond is claimed to be resistant to prolonged washing and dry cleaning.

The knit fabrics used as the face and lining material vary in construction. In the new latex foam-backs, warp knit constructions are emphasized—a plain jersey structure for the liner and a surface texture knit for the face. Plain jersey is also used on both sides with the novelty treatment on the face fabric achieved by printing.

Screen and roller print ideas are also incorporated on the face of knit swimwear fabrics backed with urethane foam, although these are less numerous than

the knit-in wheel and truck bar patterns.

Jacquard patterned effects are a feature too of the promising new double jersey elasticized fabrics which now are coming on the market in greater volume than at this time last year. A year ago, it will be recalled, there were very few double jersey machines in place in yardgoods mills. Now, of course, there are a large number of these complicated circular knitting units in use with the result that swim suit manufacturers now have not only more resources to work with but broader collections of elasticized double knit fabrics from which to make their selections.

In view of the higher cost of producing elasticized double knit swimwear fabrics as compared to rubberized single needle jersey fabrics, the new double knits are destined chiefly for better priced swim suits. As in the case of single jersey fabrics, the rubber is incorporated in these fabrics on a lay-in rather than a knit-in basis. The advantage of an elasticized double knit cloth over a rubberized single needle jersey fabric is its heavier weight and enhanced dimensional stability.

The new stretch woven fabrics of Helanca and other types of stretch filament yarns, like the laminated knitted swimwear fabrics, are still very much of an unknown quantity. Far more progress has been made in weaving stretch yarns abroad than in this country. But domestic manufacturers who have seen these fabrics are considerably impressed with what can be done with the resilient filament yarns on a weaving loom and see immense possibilities for this construction in swimwear. Most doubt, however, whether woven stretch fabrics would seriously affect the conventional rubberized woven fabrics, although conceivably these can cut into its volume just as knitted Helanca fabrics have had an impact on sales of knitted elasticized fabrics produced from spun yarns. For the present, however, the woven stretch fabrics do not

(Continued on Page 33)



Natural Fibers—Synthetics—Blends

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## Woven Swimwear Fabrics

## Beaches Will Sparkle With Brilliant Color In Summer '62

By ILANA HIRSCH

EVERYONE is applauding the advent of color—bright, clear and well-defined—for 1962 swimwear. Beaches 'round the world will glimmer as they reflect the brightest tones of any single shade. Magenta, turquoise, kelly, sapphire, hot pink and gold are just a few of those at the top.

Of equal importance are surface textured cloths intended for use as solids or as the foundation of silk screen and roller prints. Standard faille and sharkskin, although not forgotten, have in the main been replaced with more unusual weaves. These include nub and slubbed surfaces, dobby effects, cord, ottoman, satin and twill. There are also velours, crepes, matelasse pique and clipped weaves.

Woven, multi-color fancies utilize stripe, plaid and check motifs in plain and novelty interpretations. Jacquard designs are numerous. Embroidery and applique effects, Swiss dot and herringbone weaves are samples of fancies for '62. Contrast of dull with shiny patterned surface is evident everywhere.

Prints, reflecting the latest trends in art, are modernistic, abstract and unrestrained in their use of color. They are generally larger than in seasons past emphasizing infinity and an absence of boundary limitations.

Florals, though not as much in demand as in previous years are quite numerous in variegated compositions from small to very large, precise to abstract, black and white to spring garden colors.

Other popular prints utilize paisley, border, geometric and childlike motifs.

It all adds up to an interesting swimwear season for 1962.

**ABC Fabrics, Inc.**—Non-elasticized, 100 per cent cotton fabrics are offered by ABC Fabrics, Inc. Highlighting the surface interest group is Ponsan, a cotton crepe woven to simulate pongee shantung. It is offered in a wide selection of plain and printed cloths. Jewel tone stripes and tone on tone florals are just some of the prints in this grouping.

Colors here and on other fabrics are unusually vibrant this year following the current trend

in women's wear. Among the greens, yellows, turquoise and orange, there is a bright red—a cross between ruby and fuchsia.

Prints divide into an Art Nouveau and an Americana grouping. Large and brilliant florals predominate in the former where the influence of Gauguin is strong, but geometries also come in for attention.

Americana prints on cotton broadcloth highlight Pennsylvania Dutch motifs in a variety of colors. Calico and bandana prints are also included here. In cotton broadcloth are dyed-to-match solids for beachwear coordination.

Smooth Sailing is also 100 per cent cotton woven in a duck or faille construction. Again solids coordinate with patterned fabrics where motifs generally are in light or pastel shades and tend to be sporty.

**Ansonia Mills, Inc.**—A complete range of woven elasticized cloths suitable for printing is offered by Ansonia for 1962 swim suits. Variety occurs in weight and weave where twills and satins are especially strong. These basic surface interest cloths are suitable for overprinting by swimwear manufacturers who use their own exclusive prints.

Novelties include woven stripes, plaids and multi-colored textured effects.

Pick and pick failles come in 56 and 58 inch widths and solid rubber failles in 58 and 60 inch widths. Ansonia also offers a very lightweight, fine taffeta weave fabric that is made of fine core rubber.

**Beaunit Mills, Inc.**—Beaunit offers the swimwear trade an extensive line of woven elastic cloths. Surface texture weaves considered as basics are corded effects, bird's eye pique and silk nub and slub yarns. There are also many dobby weaves and boucles.

Plaid stripe and check Chrom-spun effects on sharkskin are only one type of novelty weave offered. Applique treatments on a Chromspun warp are numerous. Different casts are given these and many other fabrics by use of either a white or black ground. Especially striking are block plaids in muted or subdued tones.

Multi-color corded effects and dimensional boucles are especially effective in striped fancies, and subtle color combinations are muted shades of orange, lilac and purple or green, gold and apricot. Two-color stripes (omitting the orange and apricot, respectively) come in the same fabric. Boucles are offered in solids and tone-on-tones.

Silk, rayon and acetate slubbed surfaces on a Chromspun ground make excellent striped or solid fabrics. A continuous but irregular horizontal nub appears in two different colors, two shades of a single color or plain white on a white slubbed background.

Dimensional appearances are also brought about through design (i.e., raised herringbones on a flat surface), floats of bright yarn against a dull, flat ground and raised Swiss dot effects. The latter two come in many designs and colors.

Texture is woven into tapestries, diamond, baby check, dogbone, lattices and squares. Unusual is a red dot (tissue effect) spaced regularly on a black and white checked background. Dobby effects are extensive here.

Woven stripes come in endless widths that are the same size throughout the fabric or varied. Soft and bright tones vie for attention as no single color picture appears dominant. Softly blending pastels stand alongside sharply contrasting shades. Use of a black or white warp determines the cast of these striped numbers.

An optical illusion occurs on some striped fabrics where color, alternating with black appears to stand away from it.

Antron fabrics for swimwear have a glittery appearance while true sparkle occurs with use of

Mylar threads. Beige, white and black are the solids through which jet, gold or silver Mylar glitters in allover plain or geometric effects. The reverse side of these cloths are smooth to the touch.

**Cohn-Hall-Marx** — Various blends of Dacron polyester and cotton non-elasticized cloths are Cohama's primary offerings to the swimwear trade. Because of their colorfastness, easy care and wrinkle resistance, they incorporate well into swimwear.

Woven fancies in the Explorer group (a blend of 65/35 Dacron and cotton) concentrate primarily on small plaids, checks and stripes although a large block plaid is incorporated. Soft colors, pastels and black are set against white or beige backgrounds. Tone-on-tones are also part of the color story.

For purposes of coordination, there are prints on Traveler broadcloth and color mated solids in 10 Downing oxford, poplin, sateen gabardine and twill gabardine.

These prints, again on white or beige backgrounds include small, delicate stripes, dots, life-savers, various geometrics and other allover patterns. Soft shades predominate here. This extensive grouping of prints and solids is also in the 65/35 blend of Dacron and cotton.

The big color story at Cohama is tri-tone. Three nuances of the best colors are a part of each fabric grouping: the pale muted, the medium tone and the rich, darker shade. Colors receiving the most emphasis are pink, lime, beige, green, coral orange and blue. Blue shades are expected to increase in strength over the next few months.

Dacron and cotton in an 80/20 blend has a silk hand and finish, is extremely lightweight and is woven in novelty designs and solids.

Tautline titles Cohama's very new stretch fabric composed of 66 per cent warp stretch nylon and 34 per cent rayon shantung which imparts a slubbed surface. It comes in black, white, and many soft shades.

(Continued on Page 7)

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Seersucker stripes and checks are also woven of Dacron and cotton in blends of 65/35 and 80/20. Large and small of each motif are offered.

Streamer stripes constitute a final group. Yarn dyed and woven of 62 per cent cotton and 38 per cent acetate, these include Streamer Blazer—large bold multi-colors, and Streamer Cord—narrow and dimensional in appearance. Eight colors—each over an inch in width—are separated by a quarter inch of white in the Blazer group; and six colors—each as narrow as the intervening white—come together in the Streamer Cord motif.

**Dan River Mills**—Dan River offers a wide assortment of non-elasticized 100 per cent cotton fabrics to the swimwear trade. Emphasis is placed on woven patterns of which plaids, stripes and checks, traditionally classics, predominate. A clear cut, neat appearance underlies the entire collection with the motifs often appearing in mono- or multi-colors against a white ground. Colors for spring and resort '62 tend to be less bright, somewhat mellowed, emphasizing corals, lime greens and a range of blues that run from powder to turquoise to royal.

Plaids stand as the number one motif in a number of interpretations. All types of stripes appear with a single color on white and tone-on-tones featured.

Gingham checks and chambrays are also part of the classic or Americana look.

In addition to cottons, Dan River is also offering a brand new group of Fortrel and cotton blends for the forthcoming season.

This 50/50 blend has basically the same weaves designs and colors as the cottons.

**Fab-Tex, Inc.**—A giant step has been taken by Fab-Tex to replace faille and sharkskin basics with new surface interest weaves in which dimensional effects are created. These new fabrics can be had plain or printed.

One of the highlighted dimensionals is a dobby weave that has sampled up nicely. Elasticized cotton matelasse is another featured item. Silk dupioni and Lastex velours and all size piques are further nov-

elties. Fab-Tex has also combined linen with rubber for a highly popular swim suit fabric.

Some novelty weaves incorporating stripe, check and geometric designs contrast satin against dull surfaces. Metallics are also offered.

Also included are fabrics using Helanca processed nylon and cloths containing synthetic elastomers.

**Galey and Lord, Inc.**—Red, white and blue define the featured Americana grouping of Galey and Lord for spring '62. Non-elasticized fabrics are in cotton and Dacron and cotton blends. Plaids and stripes are classic themes with great variation occurring through use of color and interpretation of the basic themes.

Another featured grouping is Regalia which concentrates on the basic primitive colors which mark band uniforms and college pennants. The brightest of gold, kelly, red and blue are some of the highlighted shades here. One of the most representative numbers in this group places narrow stripes in eight different colors side by side in a shiny cotton cloth. The fabric is offered in many different combinations.

Pastels are still another group directed toward the swim suit trade. Giant plaids predominate, usually on cotton sheers, although here and in all groups, weights range from sheer through medium.

Novelty weaves include Dacron and cotton seersuckers, shagbarks, and slubbed surfaces on tarpon, a two-ply cotton.

A group of stretch cotton and nylon cloths is another part of the new line. These also come in solids and patterns.

**Henry Glass & Co.**—Gay, colorful prints marketed under the trade name of Peter Pan are the foundation of this fabric line. Basic broadcloths and slubbed surfaces are backgrounds for many categories of truly unusual numbers. The prints are abstract and realistic, muted and well defined, child-like and sophisticated.

Prints for children's suits have as motifs ducks and spring flowers, a playhouse amidst flowers and shrubs, and puppets.

Black in combination with a single bold color is a main story told in the line. Prints on cotton

and linen include abstracts, florals, stripes and geometrics.

Flat, stylized designs on a lightweight cloth and hopsacking are reminiscent of 16th Century tapestries. Also in these two fabrics are abstracts and florals in a South Sea island idea.

A twilled cloth with the look of silk surrah provides an interesting surface for various print themes. Other prints on various cloths are Persian tapestries, panel, block, diagonals, calico, bandana and peasant.

The color story is extensive with strong primary, medium tones, high shades and pastels vying for attention. Off-tones are emphasized on a group of highly stylized Arte Nouveau prints.

Stripe arrangements are generally smaller in woven designs. Colors are as extensive as in the printed numbers. Used in conjunction with stripes are dobby weaves, heart and dot motifs, textured rick rack and corded effects, leno and seersuckers.

**Hyman Fabrics, Co.**—Span-dex-content fabrics are highlighted at Hyman. Sampling has been excellent for these new fabrics and satisfaction has been reported by swimwear manufacturers. Vyrene, nylon and acetate blend for a flat surface cloth suitable for printing, and Vyrene and cotton are woven into a poplin effect.

All prints are applied by silk screening and motifs and colors are extensive. Summer, 1962 will see more abstract and unusual prints. Panel prints still register but florals, so popular last season, are falling off slightly. Best colors atop a long list of shades offered are the blues, greens, oranges and pinks.

Lastex-content fabrics are making a comeback after their slight setback last year. There has been some sampling of an acetate and Vyrene satin. Other basics are a cotton warp Bengaline and acetate and rubber satins and failles.

Receiving slightly less emphasis are woven novelty patterns such as stripes, checks and plaids.

**Malibu Fabrics, Inc.**—An endless array of prints decorates elasticized fabrics in faille, batiste, satin, leno and dimensional weaves at Malibu. Off-beat geometrics, vivid abstracts and expressionistic florals all come in

for attention. Overprints on striped backgrounds are also highlighted. The de-emphasis on basic woven stripes and plaids places greater weight on prints.

One of the most novel weaves is a sawtooth effect which comes in solid and multi-color stripes and allover solids.

**Matelasse** is offered in plain or printed form and brushed surfaces are numerous.

**Leno**, printed in rich colors has sampled nicely, Helanca nylon is used as a filling and in combination with acetate in a satin back cloth.

**Rayflex Fabrics, Inc.**—Every type of print from large to small, realistic to abstract and color conscious to black and white accounts for the largest segment of the Rayflex line. Styled by Louis Civin, these prints are applied on cotton and Spandex fabrics, angel skin (dull satin), pick and pick (bright and dull) and rubber failles (bright and dull). Other fabrics utilized in the print line are 100 per cent cottons and nylon and acetate sheers. These fabrics also come in plains.

Patterns are generally bright and brilliant. Kelly green, peacock (turquoise), Hot pink and gold are best.

Ninety per cent of the prints are applied by the silk screen method. Geometrics and paisleys have sampled best and florals were slightly off from previous popularity.

Novelty weaves are highlighted by Homespun, an elasticized fabric with a silk nub effect and hand. It is extremely soft and spongy and comes in a wide array of solids but is also suitable for printing.

Other surface interest cloths include a plisse woven of cotton with an acetate warp and combinations incorporating Coloray cotton covered rubber.

Newest fabric here is an elasticized warp stretch. This sampled well but its final acceptance has not yet been determined.

**Rosenstein Bros.**—Surface interest weaves are emphasized by Rosenstein. Highlights of the line are corded effects, ottomans, crepes and various other surface textures.

A highlighted striped fabric combines surface weaves so that both color and texture are contrasted.

(Continued on Page 33)



Sweater of 100% Acrilan by Jernat Sportswear, division of Hecht and Biern.

\*Reg. T. M. of Chemstrand

A fringed delight from  
a French boutique?

## No, a Jernat in Acrilan

It takes Acrilan acrylic fiber to make sweater yarns that are brilliant and rich and versatile enough to make great fashion ideas pay off. (Beautiful example, opposite.



### THE CHEMSTRAND CORPORATION

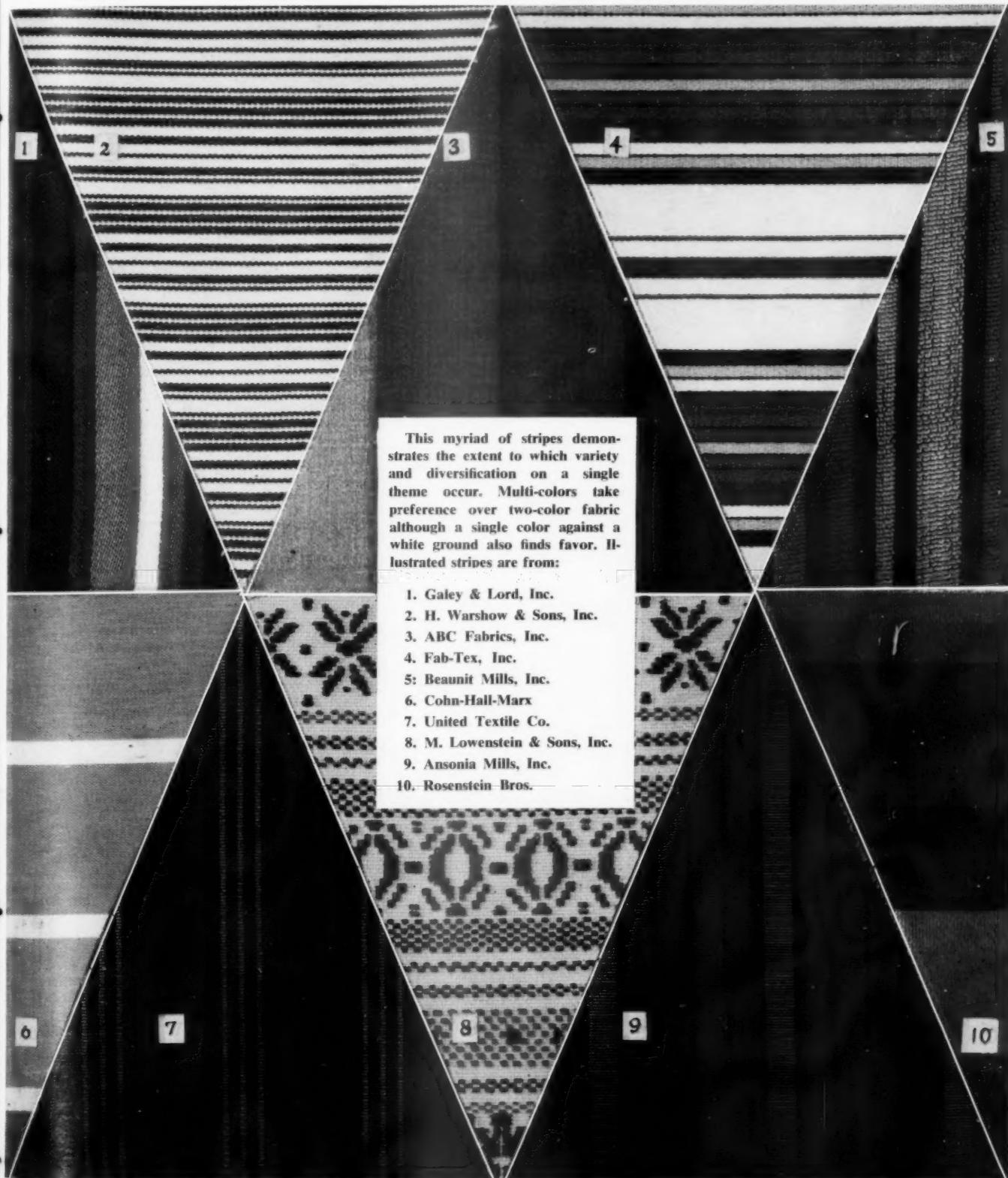
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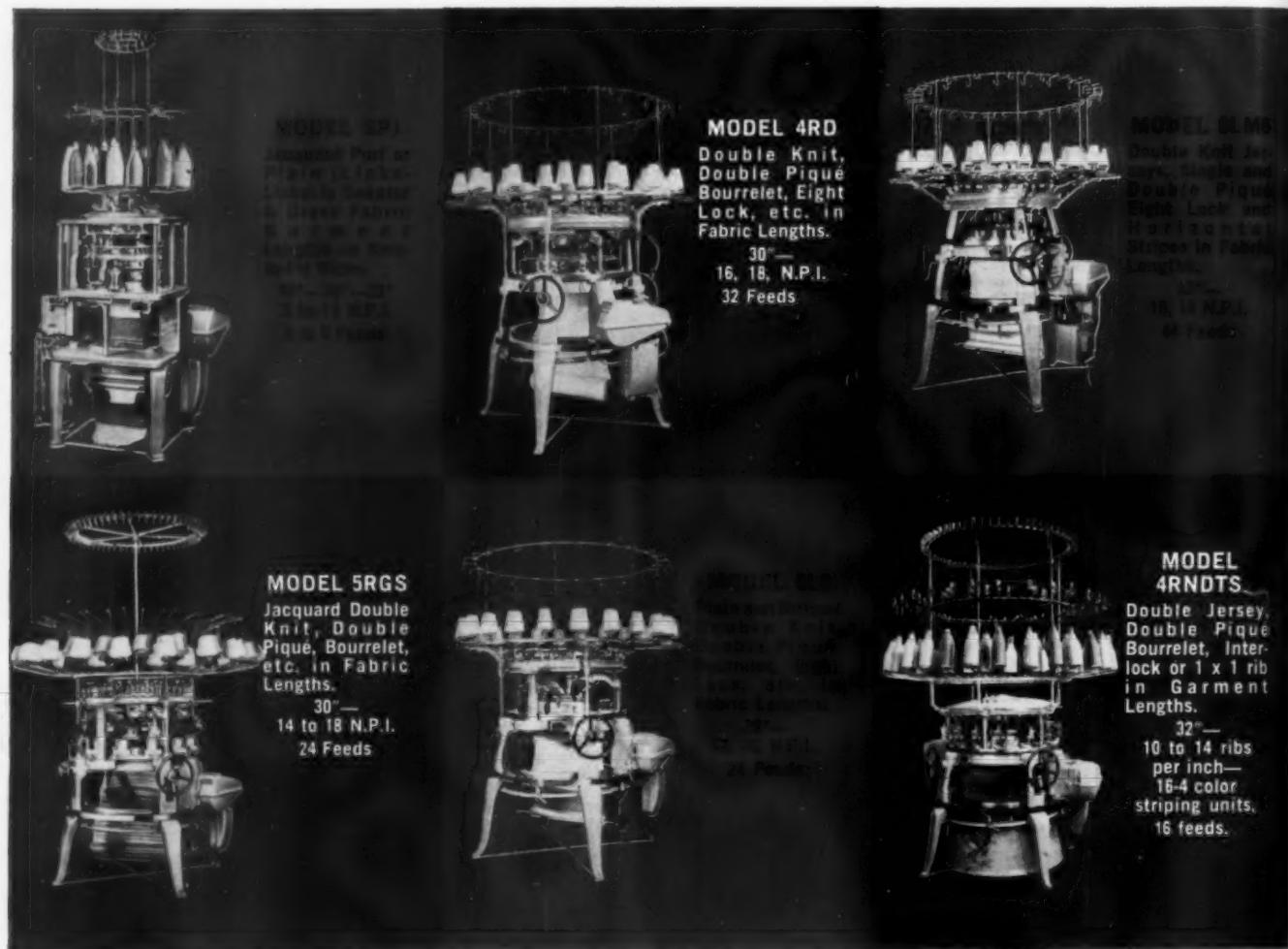
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**Woven Swimwear Fabrics**

# Imagination Sparks Interpretations Of Stripe Theme



## Knitting Machine Panorama



## For Constructions in Current Demand

FABRIC LENGTHS • GARMENT LENGTHS

FINE COUNT WOOLS, COTTONS, BLENDS, & SYNTHETICS

It's no surprise that each of these models was in completely successful operation at the recent Knitting Arts Show — they were only repeating years of successful operation by continental knitters.

Designed, engineered and manufactured by Bentley-Wildt-Mellor-Bromley, they epitomize the experience and ability of these long-time specialists in the production of complete ranges of circular outerwear knitting machines.

You can be sure that regardless of the model you select, it will perform perfectly. Send for brochures which detail *all* the facts.

*Don't Compromise ...  
Don't Improvise ...  
Don't Apologize ...  
Knit on a  
Bentley-Wildt-Mellor-Bromley*



THE Bentley KNITTING MACHINERY ORGANIZATION, INC.

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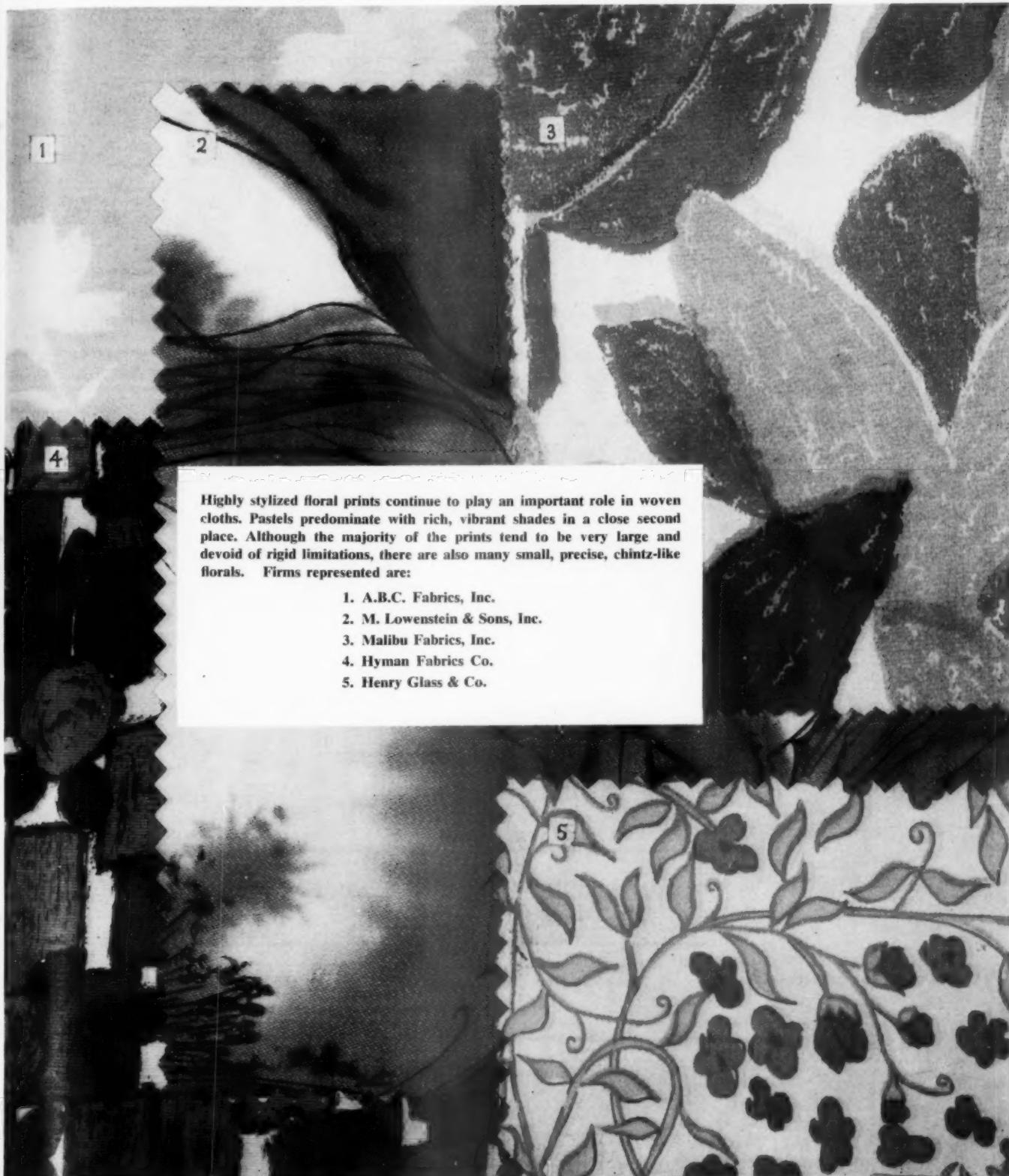
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In Canada: W. J. Westaway Company, Ltd., 14 Dorchester Ave., Toronto 18, Ontario

2061

**Woven Swimwear Fabrics**

# Abstract And Stylized Floral Prints Are Shown For '62



Highly stylized floral prints continue to play an important role in woven cloths. Pastels predominate with rich, vibrant shades in a close second place. Although the majority of the prints tend to be very large and devoid of rigid limitations, there are also many small, precise, chintz-like florals. Firms represented are:

1. A.B.C. Fabrics, Inc.
2. M. Lowenstein & Sons, Inc.
3. Malibu Fabrics, Inc.
4. Hyman Fabrics Co.
5. Henry Glass & Co.



THE FIRST NAME IN DYEING

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SWEATER AND KNIT FABRIC DYERS OF ORLON,  
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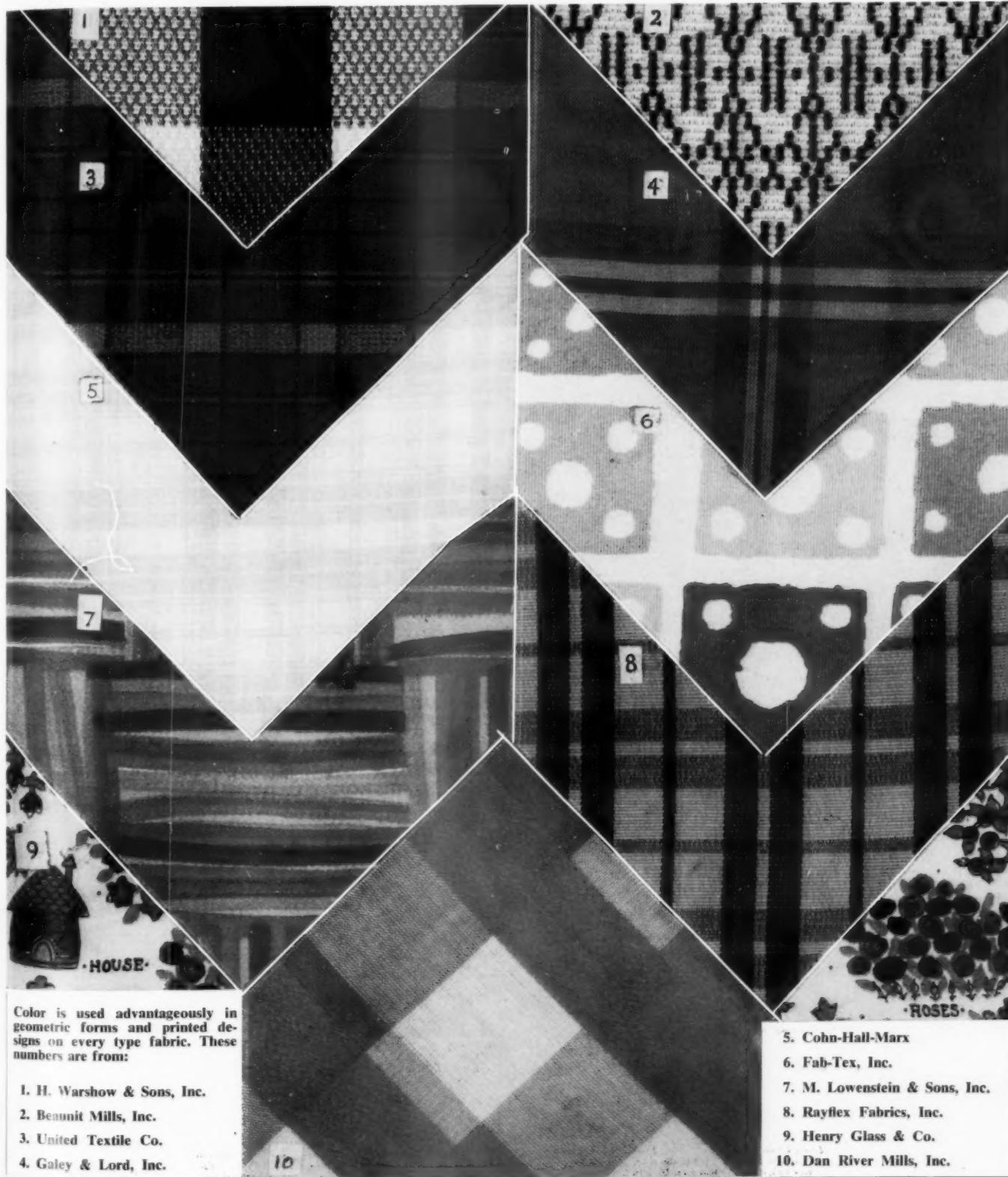
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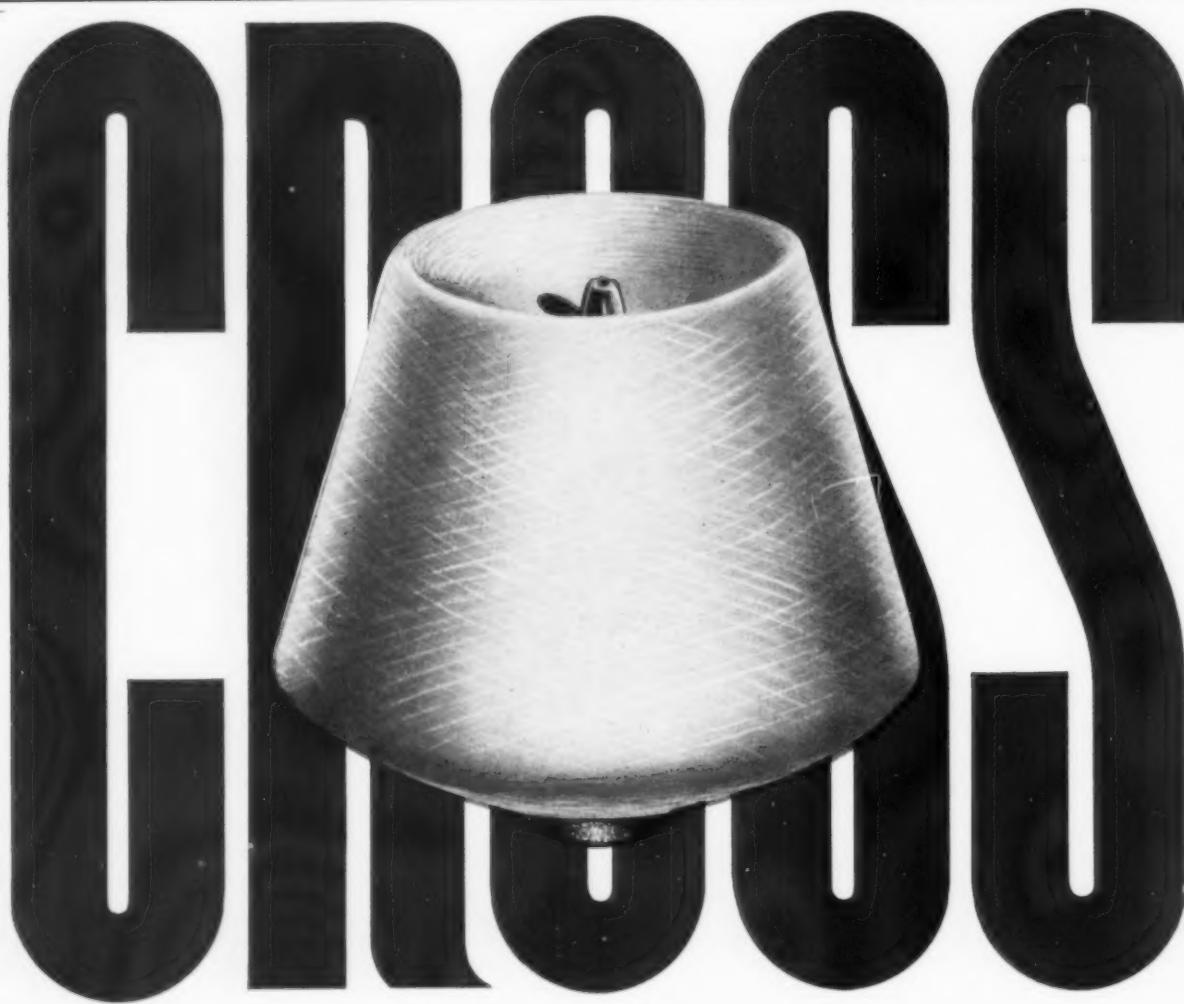
**Woven Swimwear Fabrics****Gay Color Is Lavished On Checks, Plaids And Allovers**

Color is used advantageously in geometric forms and printed designs on every type fabric. These numbers are from:

1. H. Warshaw & Sons, Inc.
2. Beaunit Mills, Inc.
3. United Textile Co.
4. Galey & Lord, Inc.

10

5. Cohn-Hall-Marx
6. Fab-Tex, Inc.
7. M. Lowenstein & Sons, Inc.
8. Rayflex Fabrics, Inc.
9. Henry Glass & Co.
10. Dan River Mills, Inc.



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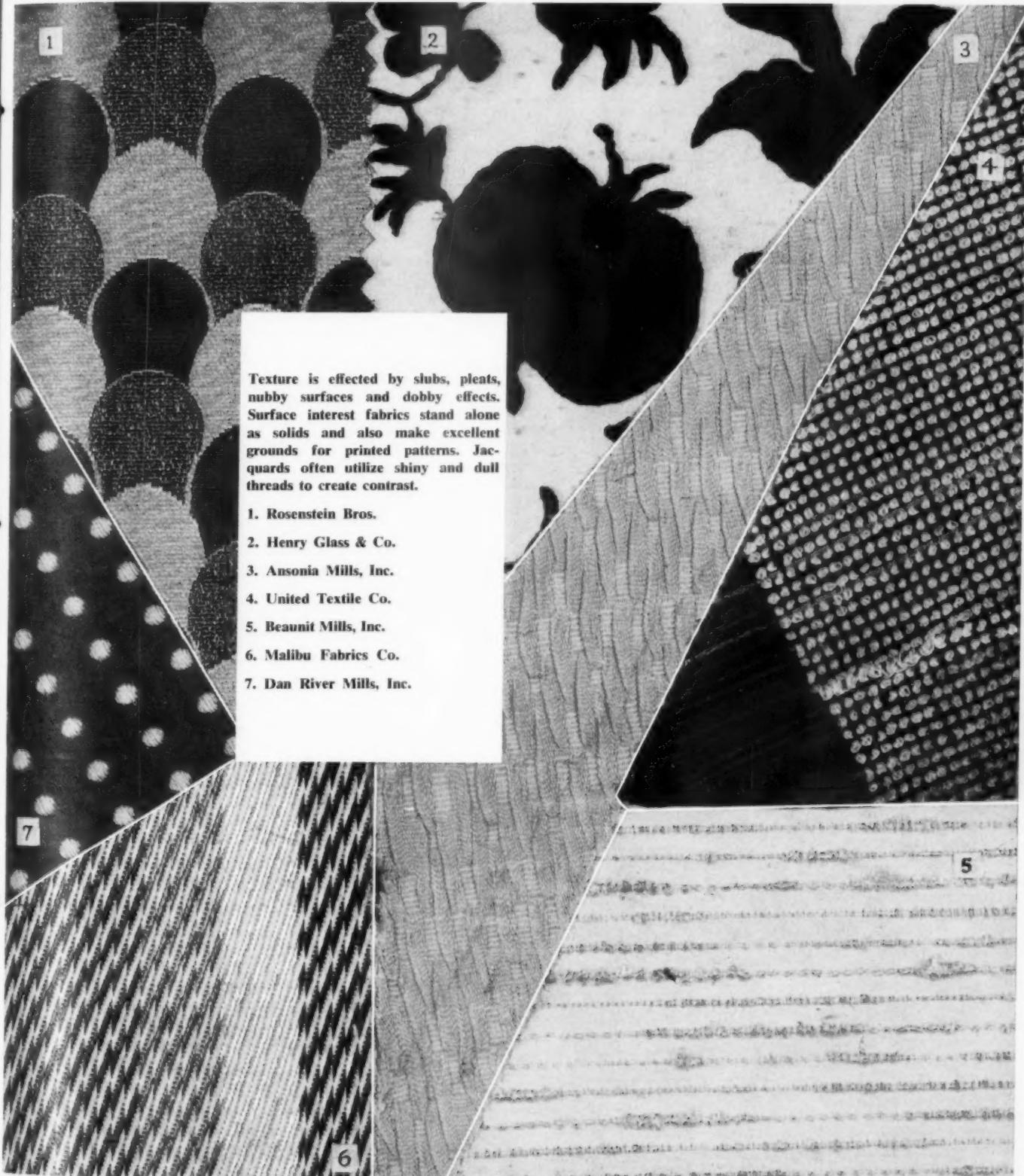
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Oliver E. Cross  
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**Woven Swimwear Fabrics****Novelty Textures Replace Failles, Sharksskins As Basics**

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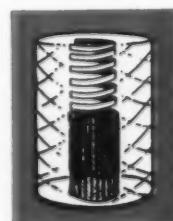
\*Fashion-Right and Quality Controlled

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Color is the greatest sales builder in textiles today. But it must be the **RIGHT** color and the **RIGHT** shade. Give your salesmen the right colors and the right shades in your merchandise, tell them that the colors **ARE** right and why, and they will not disappoint you.

In Franklin Colorbred Yarns we offer you a selection of the right colors and the right shades. The colors and shades are right because they have been specified by fashion experts, alert to color trends throughout the fashion world. Use Franklin Colorbred Yarns and you won't be "following the leader"; you will be **OUT IN FRONT!**

If you do not have a copy of our latest seasonal color card, send for one today.

**Knitted Swimwear Fabrics****1962 Figures To Be A Bold-Patterned And Colorful Year**

By ALAN SIEGLER

KNITTED swimwear fabrics for 1962 are bright and of wide-ranging composition. Manufacturers have gone all out for patterns. Stripes, checks, gemmatics, florals, abstracts, waves, circles, plaids, zigzags and tweeds are among the patterns. The staple mono-colored fabric is still in evidence, however.

Shape-to-fit fabrics, some in a universal size, continue their phenomenal upsurge.

Texture has greater variation than ever. Boucles, ribbing, popcorns, nubs and terries lift the surfaces into bold configurations of stitches.

Fabric composition cuts a wide swath over the range of fibers, yarn and construction. Among those used, in varying combinations, are Orlon, Helanca, cotton, Celaperm, Chromspun and wool. The fabrics are lighter and softer, though the bulkier ones are still used.

Orange, hot pink, green and blue in various shades with exotic names, some new and some old, lead the colors. Besides vividness, the manufacturers lean heavily on the old reliables—white, turquoise and black.

**Abaco Fabrics**—Abaco offers a small selection of swimwear fabrics, mostly blends of Dacron and of Antron in solids and diminutive stripes.

**Beaunit Mills, Inc.**—Fabrics of Orlon, cotton and Chromspun, all containing rubber yarn, dominate the Beaunit Mills line. The use of Helanca is increasing.

The trend to shape-to-fit garments in both men's and women's swimwear is greater than ever, according to a spokesman for the firm.

Plain and novelty fabrics are offered in a plain midriff, plain top or bottom with figured midriff, figured top or bottom with plain midriff, or in other midriff combinations.

Stripes come in horizontals and verticals of various widths. A diagonal stripe of stylized geometric snowflakes and stripes in two, three and four tones or multi-color effects are embed into the line.

Among the all-over effects is a contemporary abstract in a hound's tooth check in black on white. There are florals with abstract take-offs on rosebuds

and leaves and a geometric based on herringbone.

Surfaces are touched with boucle and ribbing. For the stripes, florals and geometrics, a grenadine stitch appears.

Color this season is bolder, the combinations more extreme. A tide of magentas, oranges and greens is sweeping across the line. Offshade blue and red are still in evidence. Exotic plaids and florals are featured.

The firm is handling a light-weight knitted line and developing new fabrics.

**Cane Fabrics**—Laminates for swimwear are featured in Cane's collection. Plain colors are shown in acetate with nylon, Celaperm and Acrilan. Brocaded effects appear in Chromspun and lame.

**Sidney Davis Co., Inc.**—Blends with Lastex are in the Sidney Davis collection, including cotton, Orlon and cotton and Helanca.

The colors that are sampling are bright ones—fuchsia, red and white; orange, yellow and red and Ming blue and kelly. The basic colors—white, turquoise and black—are still doing business but the bright tones are coming up.

Besides the patterned stretch fabrics, the firm is offering textured ones of Helanca and Lastex, Helanca and Vyrene, plain Helanca and Lastex and cotton and Lastex, which can be piece dyed. Requests have been made for the vivid shades like bright oranges, spice tones, canary yellows, hot pinks and cool blues.

**Edmos Products Corp.**—The Edmos collection includes Orlon and rubber, cotton and rubber and stretch nylon with or without rubber in many patterns—blisters, solids, checks, textures, florals and stripes.

A check pattern comes in two, three and five color stretch nylon. In addition to basic black, red, royal and turquoise, helio and grape are shown.

The colors are magenta, Bris-

tol blue, lime, kelly, melon, orange, hot pink and lilac.

A group of jacquards rounds out the line. Trim fabrics are offered to coordinate with all styles.

**Evesdale Fabrics**—Evesdale offers elasticized cotton terry cloth, elasticized nylon terry, elasticized cotton and shirred metallic and cotton.

The elasticized cotton comes in a popcorn stitch, the shirred metallic in a gathered jersey. Most of the fabrics are solid except for one striped number.

Eighteen colors are available, including black with royal Mylar, white with silver Mylar and light blue with silver Mylar.

**Fair-Tex Mills, Inc.**—Fair-Tex Mills has a line of some 100 fabrics, including fancy bulkies in Creslan, Helanca and Ban-Lon; Helanca and rubber; Helanca and Vyrene, Helanca and Lycra, Creslan and Vyrene; solid Helanca in both plain and fancies, and heavyweights and tissue weights.

In the fancy Helancas for children with nauticals, stripes, patterns and prints, the firm is introducing designs of missiles, spacemen and rockets.

In a cotton and rubber group, irregular checks, flower patterns and abstract overalls appear. The irregular checks are in vibrant tones of pink and red, bright blue with black and white; pale green, orange and white; lavender and green, and mauve tones. Orange and gold are popular in men's wear.

Florals in black, blue and red on a white background, overall abstracts in combinations of black, red, blue and pink are outstanding.

**Gibco**—A Celaperm acetate in multi-color stripes and solid colors in acetate tricot comprise Gibco's line. In the first, a touch of orange or apricot is popular and in the second, orange sapphire and blue violet. Blue violet is an adaptation of the African tiger violet, from a continent where the company does a lot of business.

**Lisbeth Fabrics**—Lisbeth markets fabrics including Mylar, Lurex aluminum, gold with

gold; and Orlon and wools in which wavy lines in all directions predominate. A spokesman sees the wavy lines as a lineal descendant of the leopard patterns that were popular several years ago.

**M. Lowenstein & Sons, Inc.** For the first time, Lowenstein is printing on knitted Lastex. Solid goods with raised and intricate surfaces and flats come in Orlon and rubber, colored black, red, white and green.

In Orlon, cotton and rubber, a Persian lamb fabric comes in a proliferation of color, led by black, turquoise, red and white.

In its yarn dyed fancies, the fabric house goes in for a geometric in an ace of spades pattern and a floral in a foulard. Stripes in a mass of color combinations are also emblazoned on these fabrics, which come in cotton and rubber, Orlon and rubber, Helanca, and stretch nylon and acetate.

Lowenstein specializes in women's and children's swimwear fabrics, but their goods are finding their way into the men's garments — particularly stripes and yarn dyed goods in cotton and rubber, Orlon and rubber and Helanca and rubber.

**Rubber Fabrics Corp.**—For the swimwear trade, Rubber Fabrics Corp. offers two constructions. Both incorporate a sheet of perforated latex foam rubber sandwiched between stretch nylon, and both are two-way stretch.

On one, plain stretch nylon knit provides the upper and lower layers; the outer one being used for printing. Two prints offered are a colorful floral in shades of magenta and blue and a block abstract in tones of blue and gray on white.

The second has as its outer fabrics, stretch nylon lace on top and stretch tricot for the inside. The lace comes in a variety of solid colors through which the white latex sheet peeks through to offset the lacy construction.

The knit fabric layers are laminated to the latex by a patented process.

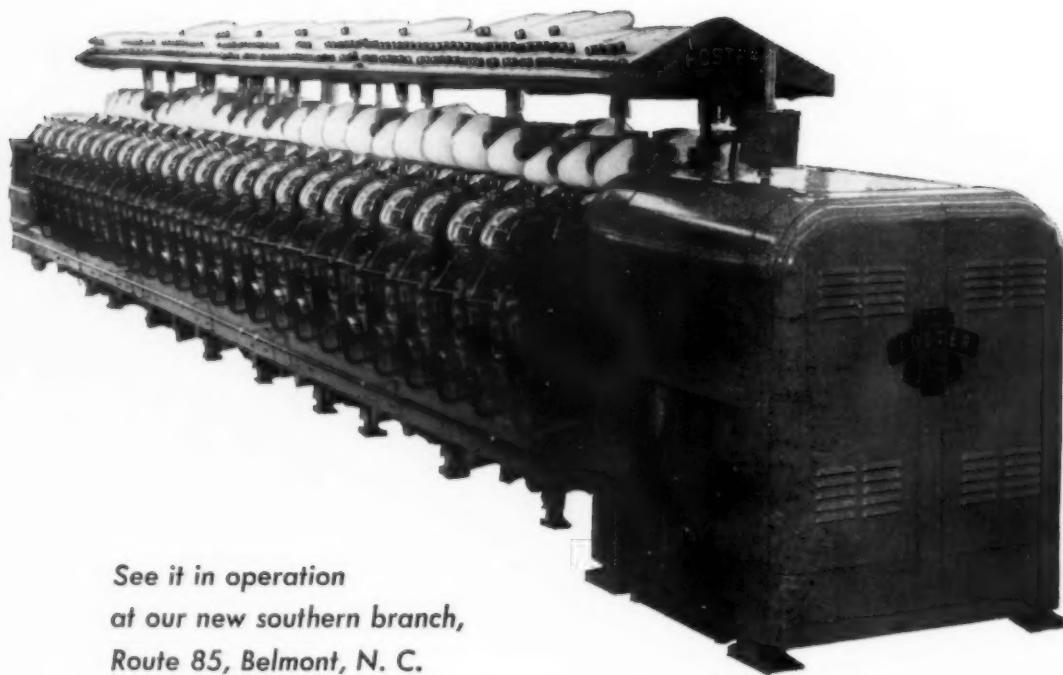
**Stretch Fabrics, Inc.**—Stretch Fabrics has expanded

(Continued on Page 31)

# Now Available! FOSTER MODEL 506

Major Reduction in Operating Costs

Greatly Improved Yarn and Package Quality



See it in operation  
at our new southern branch,  
Route 85, Belmont, N. C.

**SEEING IS BELIEVING**  
See the Foster Model 506 Automatic Cone Winder in operation at our new southern branch, Interstate Defense Highway 85, at Belmont, N. C. and/or arrange to observe machine operating under mill conditions.



NEW SOUTHERN BRANCH ON ROUTE 85, BELMONT, N. C.

**FOSTER MACHINE COMPANY**  
WESTFIELD, MASSACHUSETTS, U.S.A.

# AUTOMATIC YARN WINDER

**PRACTICAL AUTOMATION** Automation of sales yarn winding equipment must be practical. By that we mean that the investment required by the mill must not be out of proportion to the return and that savings in winding costs must not be achieved at the expense of yarn and package quality.

This philosophy has inevitably led to a step-by-step process in the automation of Foster sales yarn winding machines:—first automatic slubbing and cleaning, automatic disposal of empty bobbins and automatic cone size indicator on our manual winders; and now, in addition, an automatic supply bobbin exchanger on the Model 506, plus a greatly improved cone size indicator. Donning and doffing of cones are still done by hand on the Model 506, because automation of these operations would not justify the expense.

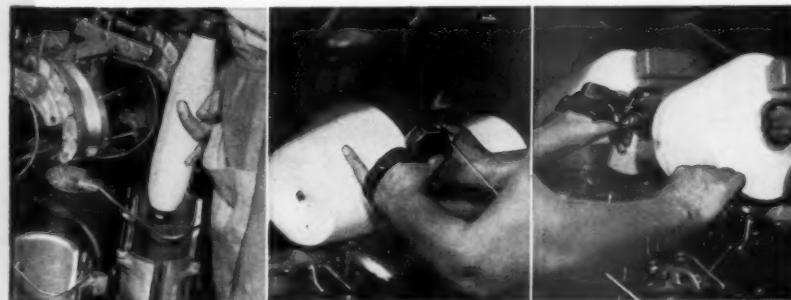
**WHY NOT AUTOMATIC KNOT TYING?** We have not made knot tying automatic on the Model 506, because we have proved, to our own satisfaction, that it can be done only at the expense of yarn and package quality. Automatic knot tying permits loose yarn (butterflies), tangles, bobbin rings, crossed ends, uneven package density and rough yarn, and these defects can be discovered only when it is too late. What price savings in winding costs, if they result in a loss at the market place?

**HOW WE SIMPLIFY HAND OPERATIONS** Since certain operations in sales yarn winding must still be done by hand, it follows that they should be simplified for maximum efficiency. The donning and doffing of cones involve no problem. They have been as simple and easy as possible for a long time. The other hand operations, however, have presented an opportunity for improvement and we have reduced these operations to 3 simple movements:—1. dropping the bobbin supply in a chute. 2. tying the knot with the left hand, by means of a high speed mechanical device. 3. instantaneous restart of the spindle with the right hand (see illustration). These 3 motions combined take only ten hundredths of a minute.

**WHAT ABOUT QUALITY?** The quality of Model 506 steep taper cones is even better than the quality of Model 102 cones (standard for the sales yarn market for many years). This quality results, not only from operator controlled knot tying, but also from an improved polydyne traverse cam, a larger diameter drive roll, compensating electronic tensions, new extremely efficient slub catchers, fool-proof cone size indicator and oil mist lubrication.

**WHAT ABOUT SAVINGS?** The purpose of automation, of course, is to save money. How much does the Model 506 save? The Model 506 runs at speeds from 900 to 1000 yards per minute—about twice as fast as manual winders—and increases an operator's productivity at least 50%. These figures are not theoretical. They have been substantiated and documented in mill tests, under production conditions.

**NOW AVAILABLE** Early orders for the Model 506 are already scheduled for shipment starting Sept., 1961. There is still time to order machines for delivery later this year.



MANUAL OPERATIONS WHICH TAKE ONLY 10/100ths OF A MINUTE

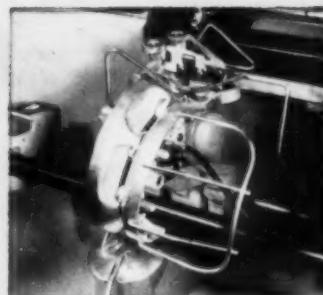
DROPPING BOBBIN  
IN CHUTE

TYING KNOT WITH HIGH SPEED  
INSTRUMENT AND TESTING  
— ALL WITH LEFT HAND

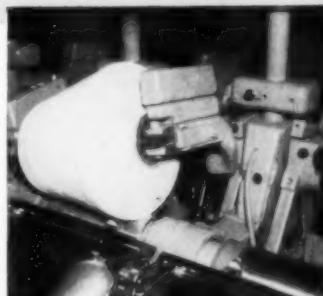
RESTARTING SPINDLE  
WITH RIGHT HAND

## A Yarn Winder for Every Purpose

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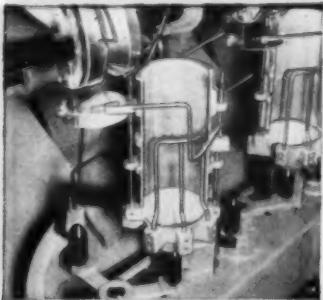
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FOOLPROOF CONE  
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ALUMINUM BALL BEARING  
CONE HOLDER



AUTOMATIC SUPPLY  
BOBBIN EXCHANGER



Swimwear by MAURICE HANDLER OF CALIFORNIA • Elasticized knit fabric by Beaunit

# BEAUNIT TEXTILES

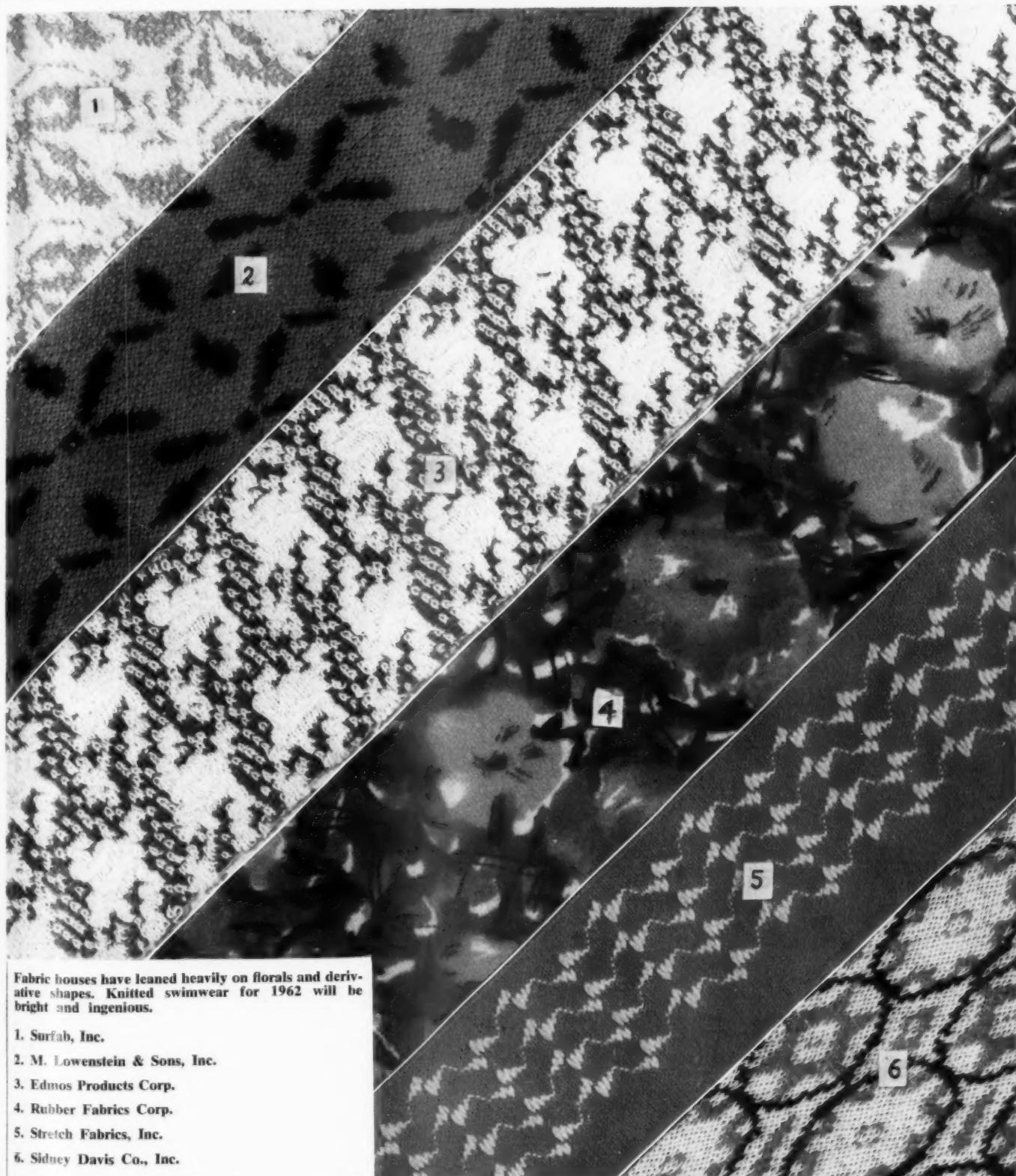
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**Knitted Swimwear Fabrics****Flowers Are Nature's Gift To The Imaginative Designer**

Fabric houses have leaned heavily on florals and derivative shapes. Knitted swimwear for 1962 will be bright and ingenious.

1. Surfab, Inc.
2. M. Lowenstein & Sons, Inc.
3. Edmos Products Corp.
4. Rubber Fabrics Corp.
5. Stretch Fabrics, Inc.
6. Sidney Davis Co., Inc.

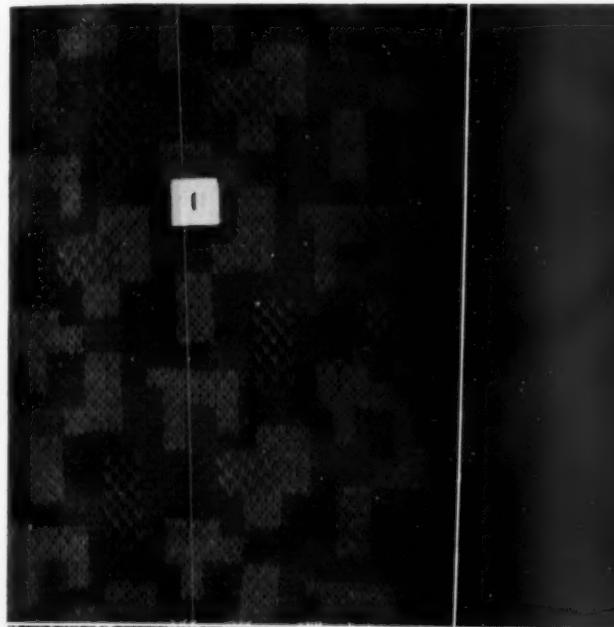


*Edmos*

PRODUCTS CORP.

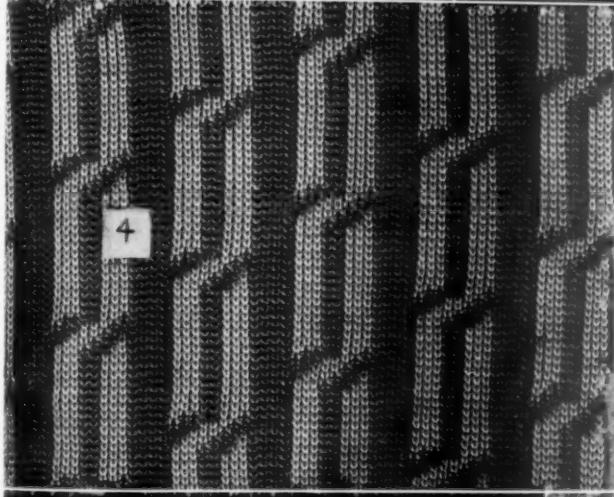
19 Christopher Ave., Brooklyn 12, N. Y.

Dickens 2-0172, HYacinth 5-4949-50

**Knitted Swimwear Fabrics****There Is An Abstract Design To Suit Every Customer**

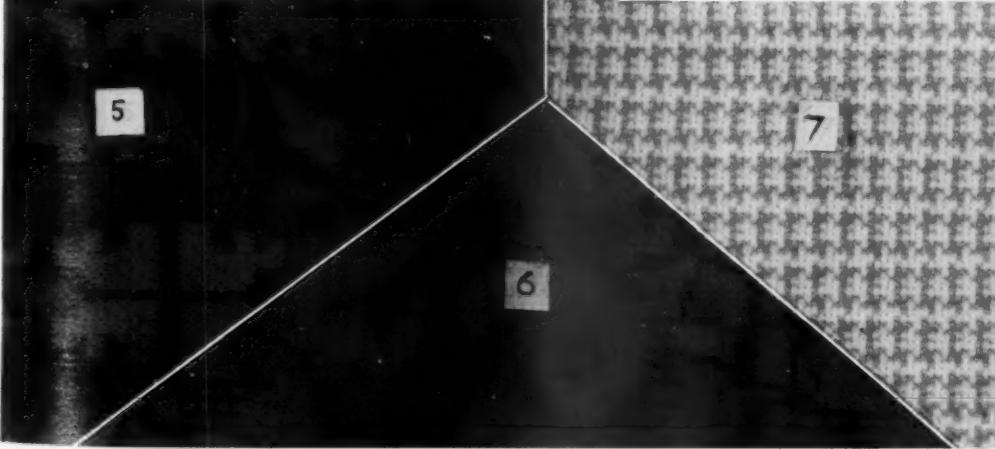
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Abstract designs and rhythmic patterns, some looking like highly sophisticated doodling, are seen on the 1962 knitted swimwear fabrics.



4

1. M. Lowenstein & Sons, Inc.
2. Stretch Fabrics, Inc.
3. Surfab, Inc.
3. Rubber Fabrics Corp.
5. Sidney Davis Company, Inc.
6. Beaunit Mills, Inc.
7. Fair-Tex Mills, Inc.



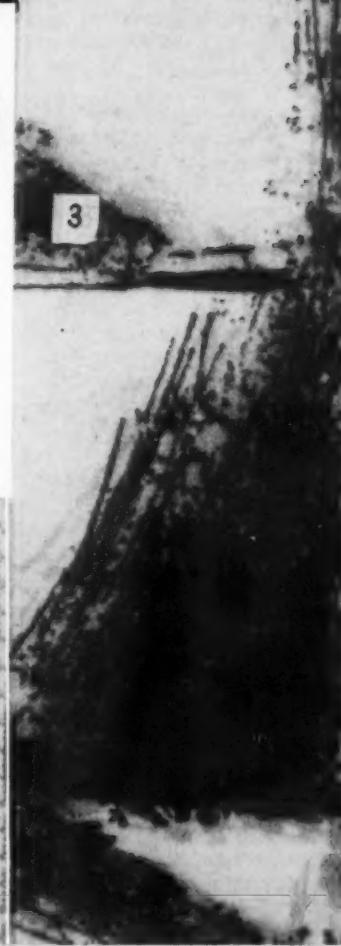
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## Dyes & Finishes

# How To Inhibit Rubber Deterioration In Swim Suit Fabrics

By MORTON W. LEVI  
Richmond Oil, Soap & Chemical Co.

MANUFACTURERS of fabrics containing rubber such as swim suits, rubberized lace and elastic webbing, have been plagued for years with rubber deterioration in the fabric when using various oils and finishes which are not compatible with the rubber. In addition, mills have experienced staining and pinking of fabrics during shelf life, due to exposure to sunlight, fluorescent light and reaction of the anti-oxidant in the rubber with nitrogen in the atmosphere.

Some mills have eliminated the use of needed lubricants to circumvent this problem since many chemical products available to the trade today for lubricating yarn in the throwing operation, lubricating raw rubber in knitting, needle lubricants and finishes cause deterioration of the rubber or staining of the fabric. This elimination, however, can develop a serious condition of wear on the machine due to lack of needle lubrication and excessive heating of the needles due to friction from un-oiled yarn, and stitch distortion from the lack of a coning lubricant on the yarn.

### Select Lubricants

By the selection of proper rubber compatible lubricants many of these problems can be solved. By use of a specific rubberknit lubricant, minimum tensile reduction and swelling can be accomplished.

Various Rubberknit lubricants can retard the yellowing of the fabric due to the nitrogen reactivity with the anti-oxidant, but this problem has not been wholly defeated to date. Work is continuing along these lines.

There are three general areas in which Rubberknit lubricants can be used:

1. In the throwing mill—The throwing mills can use a Rubberknit lubricant in the coning operation for oiling of all types of yarn that will be used for covering rubber thread or that will be knit in conjunction with rubber thread. The lubricant in this case is usually applied over the emulsion roll on the coning machine. We recommend here either our Rubberknit 289 or Rubberknit 300. The main difference between Rubberknit 289 and 300 is that the Rubberknit 300 is of a lower viscosity than the Rubberknit 289. For lubri-

cation of lace yarn to be used in conjunction with rubber so as to prevent rubber deterioration and obtain anti-graphite protection on the yarn, we recommend Anti-Grafito Coning Lubricant 1547.

2. Use of Rubberknit lubricants as needle oils — If knitting mills are purchasing yarn where a rubber compatible lubricant is being applied on the yarn, then it is of the utmost importance that a needle lubricant be used that also is rubber compatible or all of the beneficial effect of the rubber compatible coning lubricant will be nullified. However, sometimes an ordinary type of coning oil having a mineral oil base will be applied to the yarn in small percentages in order to reduce the problem of rubber deterioration (although not to the extent of a Rubberknit lubricant) it still would be safer in the knitting mill to use a rubber compatible material as a needle lubricant. A lubricant of this type is vitally important when knitting elastic support hose, girdle blanks or any kind of hosiery that contains rubber in the welt yarn. This would also include swim suit fabrics. We recommend the use of Rubber-

knit 230 for circular machines and Rubberknit 221 RI for full fashioned and flat knit machines.

3. Use of Rubberknit lubricant for oiling of rubber thread or yarn directly on the knitting machine — This type of lubricant is being used in many mills today in the production of girdle blanks. The lubricant can be applied either over a small emulsion trough on the rear of the machine or over a wick bottle. We recommend the use of Rubberknit 289-B or Rubberknit 230; the Rubberknit 289-B being a heavier viscosity lubricant than the Rubberknit 230. It is important to realize that these lubricants may not take care of every specific case.

We have found through past experience that due to the use of certain anti-oxidants in the rubbers or through different techniques of knitting, or whether mills were air conditioned or not air conditioned, and other variables, that the mill might need a specially designed Rubberknit lubricant for their particular application. Variation of the Rubberknit either in viscosity or tension values can be made on request.

In reference to the anti-oxidants discussed in the previous paragraphs this type of chemical, since it reacts essentially as a Nylon dyestuff, can easily cause pinking or yellowing of the fabric in storage due to reaction with lubricant and/or humidity. This problem might, therefore,

necessitate evaluation of several Rubberknits, but as previously mentioned, due to our limited experience in this field today may only retard the staining instead of totally inhibiting it.

To be sure of eliminating the possible reactivity of the Rubberknit lubricant with the anti-oxidant during shelf life, it is best to wash the fabric with Scour 3099 prior to the finishing operation.

### Finishing Agents

It must also be remembered that various finishing agents, particularly those softeners and finishes containing mineral oils, may harm the fabric and the finishes should be evaluated keeping this in mind.

It is also of the utmost importance when entering a program such as outlined above that all traces of previously used oils be removed from the machine with a non-petroleum cleaner such as Cleaner S-1015 and that this product be used in all future cleaning operations.

In summation it is important to run a controlled program when dealing with rubberized fabrics so that only rubber compatible chemicals are used in all phases of the operation from the throwing, knitting, needle lubrication down to the finishing operation.

### U. S. Rubber to Double Production of Vyrene

United States Rubber Co. will double production facilities of Vyrene, its new spandex thread, at its Gastonia, N.C. plant by the end of August. It is the second expansion this year.

William E. Clark, vice president and general manager, said: "There will be still further expansions of our Vyrene production facilities in the third and fourth quarters of this year to meet the growing demand."

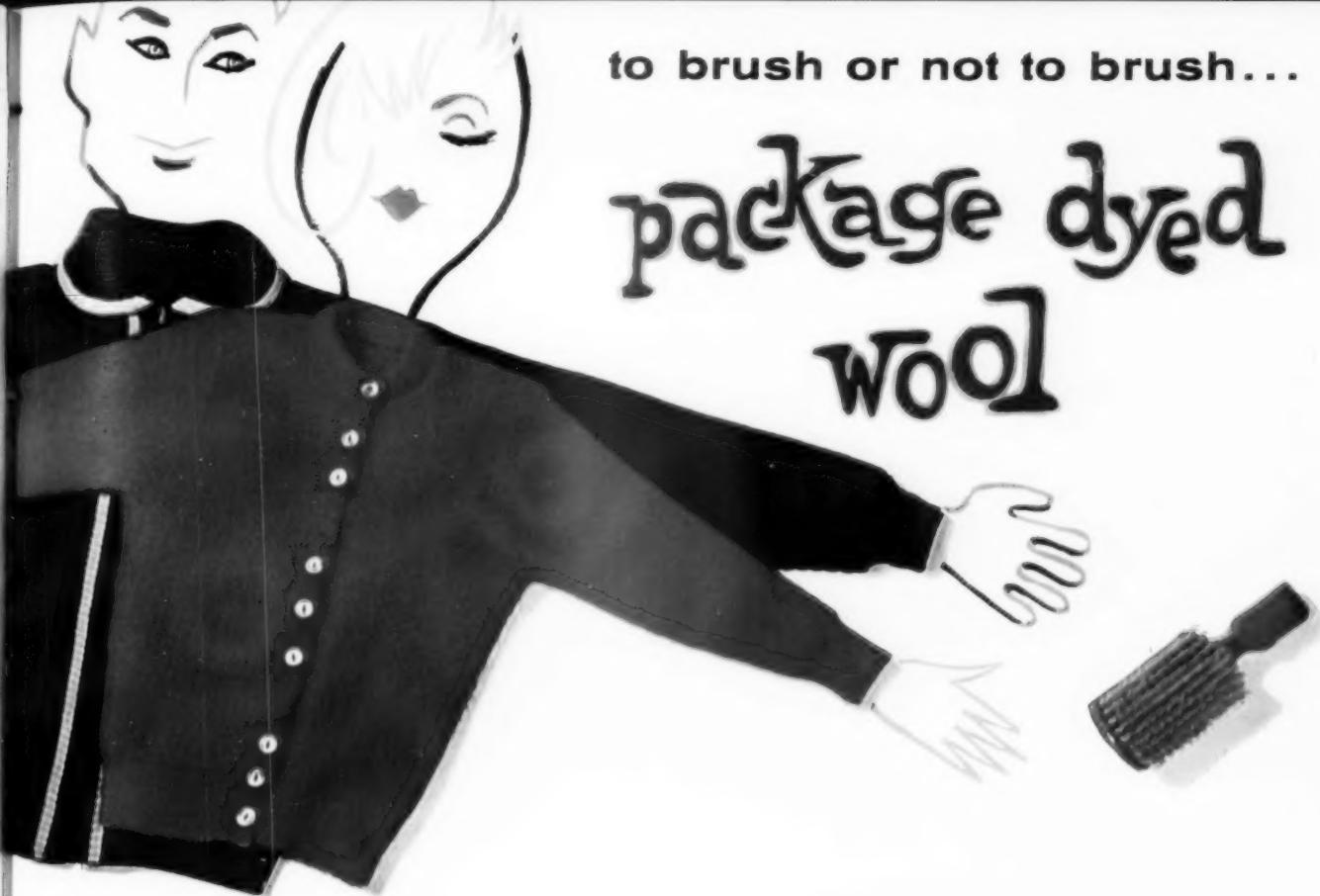
Vyrene is a synthetic elastic thread that can be made in many sizes, some almost as fine as a human hair. It was developed in the company's research laboratories during 10 years of research in polyurethane chemistry. The company's expenditures in polyurethane chemistry research in recent years are estimated at \$5 million.



Jantzen puts its swim suits through rigorous tests in a new 15 by 30-foot pool at the Portland, Ore., plant. The designing and merchandising departments are in charge. The pool is housed in a new half-million dollar, two story office building, which adds 22,000 square feet.

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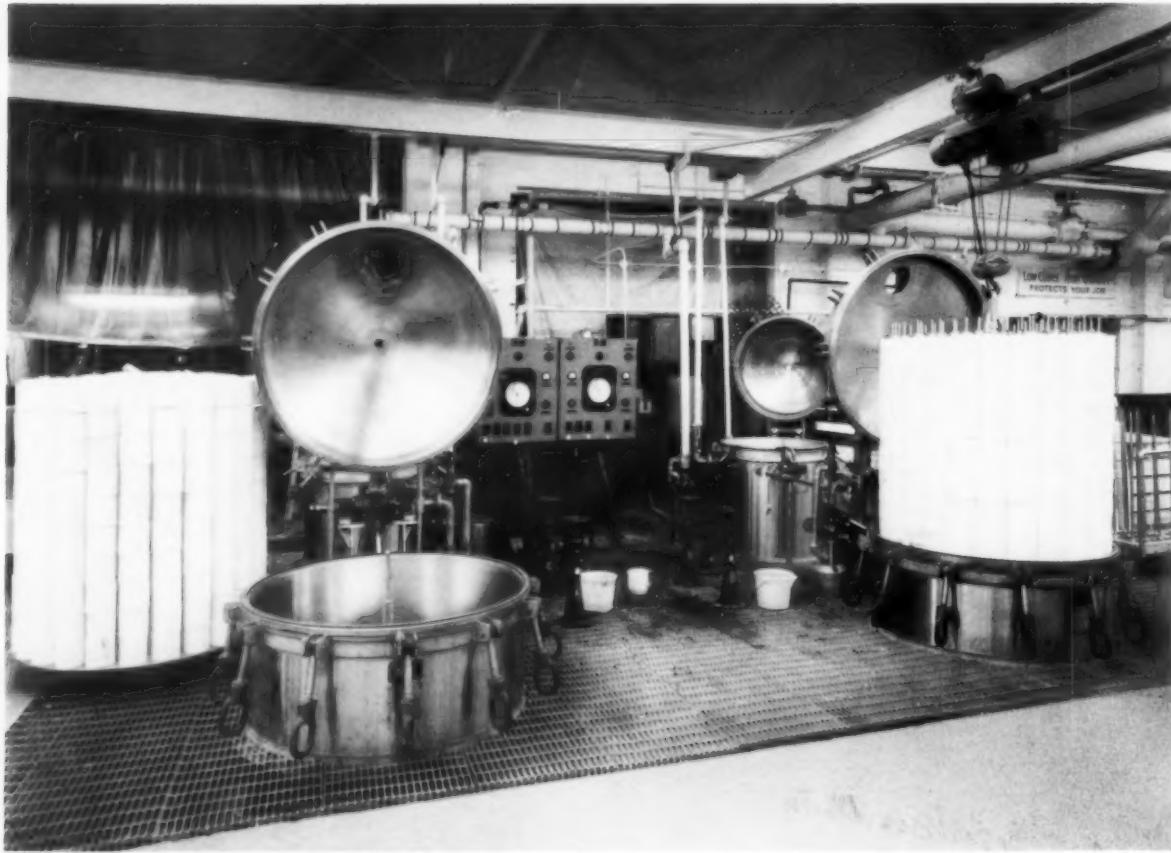
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**Swimwear Ideas****Novelty Suits Have Tunic Tops And Asymmetric Lines**

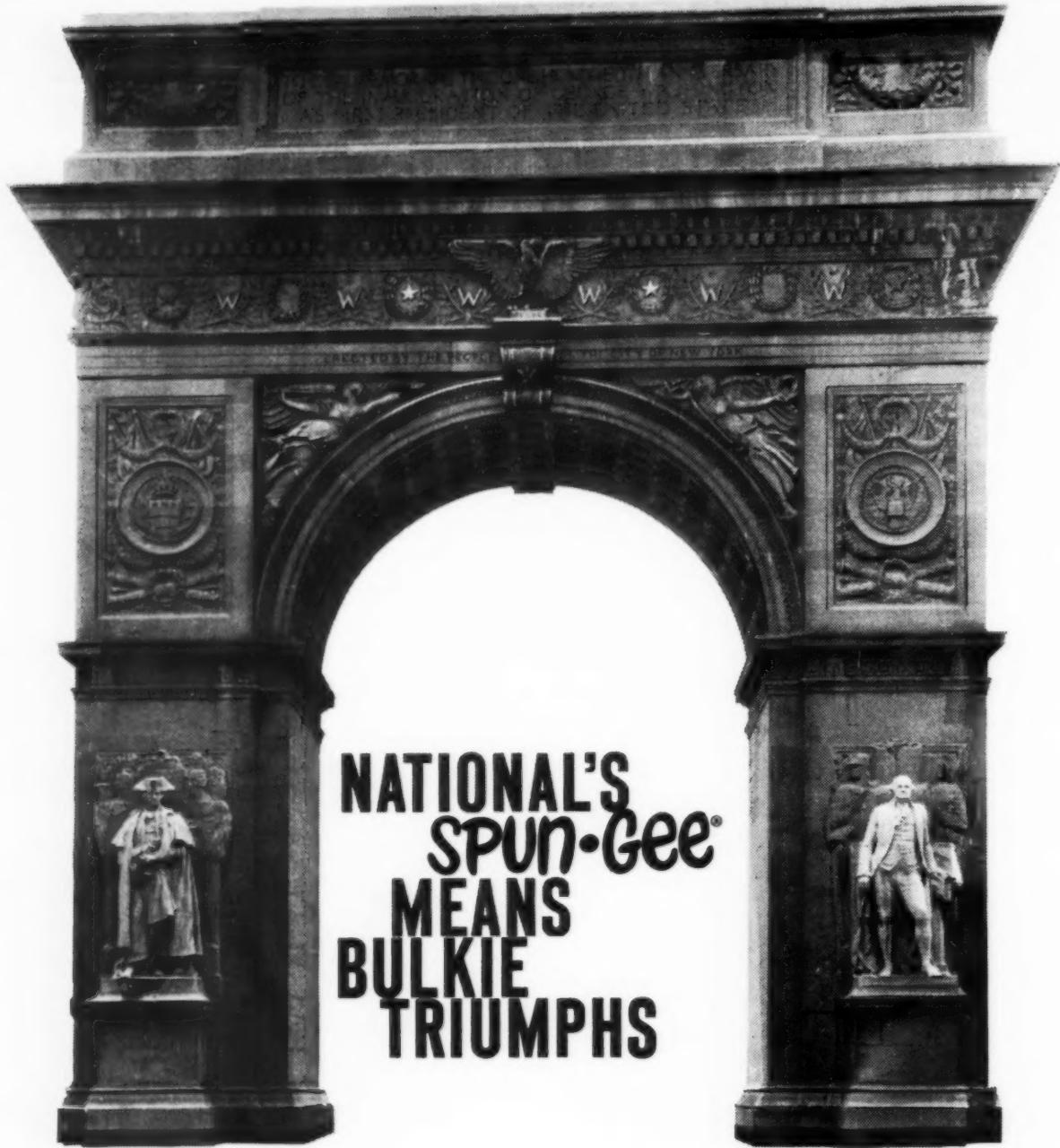
1. Contrast striping sets off this novelty swimwear ensemble which consists of a boatneck tunic top, slightly blouson shorts and short sleeve cardigan detailed with a bow.

2. Flowers bloom over the entire surface of a harem skirted suit with wide, off the shoulder straps.

3. Diagonal stripes culminate in a single shoulder tie on this knitted sheath.

4. Three vertical bands are superimposed upon a classic knitted sheath. Four buttons mark the center stripe effecting a placket.

5. This cap-sleeved sheath is designed in a two-color allover jacquard.



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**Swimwear Fabrics Review**

# Philadelphia Area Firms See Growing Demand For Knits

By ALLEN SOMMERS

PHILADELPHIA, Pa.—Interest in knitted fabrics for both men's and ladies' swimwear has gained momentum this past season. So much so that some manufacturers here see a lessening in the gap between the demand for knits and wovens for next season. Helanca, Orlon and Lastex knits were in great demand introduced in men's and boys' swimwear next season but at the same time it is predicted that colors in demand this year will be just as strong next year.

Men's swimwear manufacturers contacted, point to heavy activity on boucle and stretch nylon. Interest also has centered around nylon, acetate and rubber blends.

Two mills report expansion programs already completed which will increase production and at the same time enable them to break with new patterns.

Placed patterns in woven cotton were in evidence this year in men's swimwear along with solid cotton poplins. Woven cotton plaids and checks are forecast for next year.

A new line of colors will be

counting for 60 per cent of output. In boys' swimwear, knits led wovens, representing more than three-quarters of the volume.

The trend towards knits is seen by Mr. Lichtenstein, in keeping with demand for lightweight, well-fitted, shapely swimwear.

According to this source, boucle and stretch nylon were the fabrics most in demand, with activity equally divided. Stripes and plains commanded the most interest in boucles, while stripes, plains and fancies are highlighted in the stretch nylon lines.

He also sees, as far as branded lines are concerned, the survival of two strong models—the Square Cut Tanker and the Nassau, with the greatest demand continued on the latter. Orders for large quantities of these models already have been received for next season, he said.

Elaborating on the bigger demand for knits, this swimwear

executive explained, "all our branded people are buying more diversified knit lines and larger quantities for the year ahead than they bought this past season."

In anticipation of a bigger season next year, Philtex has completed a \$300,000 machinery expansion program. In this manner, he said, "we will be able to increase our volume and stay abreast of all production schedules."

M & M Knitting Mills, makers of girls' and ladies' swim suits plans a drastic production change for the season ahead.

"Except for a very small segment of girls' and children's woven swimwear," said Abe H. Liebster, president of the mills, "we have switched our entire operation to knitted suits."

He pointed out, that although he predicted greater interest in knitted fabrics this past season, it presented more demands than he anticipated.

(Continued on Page 31)

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*International Silk Association (U.S.A.)*

"That's the trend," he said, "and after discussing this with our customers, we made plans for a full ladies' and girls' knitted swimwear line for the season ahead."

#### Knit Demand Increases

Each year the demand for knits has been increasing, said Mr. Liebster, and now we're ready to meet every demand. "We have purchased new equipment and expect to increase production."

This decision to expand by purchasing new equipment aimed at almost full concentration on knitted fabrics will "also give us an opportunity to break with an array of new and beautiful patterns," he stated.

M & M reported a good season, but judging from orders placed, they are optimistic about surpassing it.

Straight line ladies' swim suits held the lead this year, said Philip Wexler, a member of the firm of Gay Sportswear, makers of swimwear for men and for ladies. He predicts the trend will continue next season.

Mr. Wexler said the demand this past season on ladies' swimwear has been equally divided

between knits and wovens, with emphasis on black, baby blue, violet grape and aquamarine colors.

He said knitted Helanca, acetate, Orlon and cotton, and Orlon and rubber will be of interest in ladies' swimwear lines for next year, while woven Lastex will show up as strong as this year.

#### Poplins Popular

Woven cotton plaids and solid cotton poplins were in demand this year in men's swimwear, Mr. Wexler said. Next year he expects Dacron and cotton solid color poplins and woven cotton plaids and checks to take hold.

The square leg swim trunk model for men was given the biggest play during the season just ended, according to Mr. Wexler. He expects this trend to continue next season.

This source said that boxer trunks have remained steady, while brief zipper fly trunks have shown a fair-sized increase in demand. He also foresees an even greater demand for a modification of this model next year. It will emerge as a slightly briefer trunk than the standard zipper fly.

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**New Knit Swimwear Fabric Collections**

(Continued from Page 17)

its line of last year. Its terry cloth, solid tricot and 100 per cent Helanca solid groups can be prepared for screen printing. Printed patterns include mink designs in gray and brown, blossoms and allover florals, an abstract arrangement of squares and rectangles, all in a large assortment of colors.

For the first time, the firm has come up with an Orlon fleece face and stretch nylon back fabric for infants and children.

A complete line of fancy yarn-dyed Helancas is offered. Patterns include allover, stripes, checks and tweeds.

Terry Stretch, a blend of stretch nylon and cotton, is featured for children and, in a slightly heavier version, for women. The fabric has a cotton facing and a nylon backing and is made of 60 per cent combed cotton and 40 per cent stretch nylon. The women's colors are black, red, royal, kelly green and plum. The children's are pink, green, maize, red and turquoise.

A 100 per cent Helanca nylon circular interlock comes in solid colors. Horizontal Dacron and nylon stripes coordinate with solids. A royal with white and royal stripes and a fabric napped on one side, offered in a range of colors, are among the leaders in this part of the line.

Tricot stretch fabrics include a 100 per cent nylon for women and children and a Dacron and nylon vertical striper. The solid colors are gold, loden green, royal, red and black.

**Surfab, Inc.**—Surfab, which is a division of Knit-Form Mills, Inc., specializes in Orlon. Every fabric is made with rubber.

Solids with raised patterns are featured, along with diagonal stripes in many color combinations.

Elastic circular knit fabrics come in Orlon; Orlon, acetate and covered rubber, and acetate, rubber and Helanca. The dominant colors are hot pink, orange, mint green, banana, magenta, fresh violet, jockey red and the basics. A honeycomb stitch comes in cotton and rubber and Orlon and rubber.

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**Swimwear****Woven Swimsuit  
Fabric Lines***(Continued from Page 7)*

A multitude of jacquards in floral, paisley and geometric designs stand out among the novelty designs. Shiny and dull surfaces contrast for even greater interest in some of the fabrics. There are also many classic stripes, checks and plaids.

One segment of the Rosenstein line consists of lightweight fabrics woven with rubber and Spandex elastomers. These are intended for lightweight swim suit promotions and are available in a complete range of plain and fancy cloths.

**S.M.S. Textile Mills** — Magenta, spruce green, Capri blue, lilac and fresh pink emerge as top colors in the S.M.S. line of Lastex-content swim suit fabrics. Fancies include surface interest weaves such as satin, batiste and leno, and woven patterns including checks, stripes and plaids.

Leno has been popular in standard weaves, a bird's eye effect and a new patented weave. The latter comes in solids but most lenos are entirely printed.

For swim suit by the ounce promotions, Vyrene-content and stretch nylon (5½ ounce goods) has sampled very well.

**United Textile Co.** — Emphasis in 1962 swimwear will be on fabric weave rather than color says a spokesman at United. Surface interest, elasticized fabrics supplant previous basics as the foundation of the line. Ottoman and twill, dimensional and nubby are just a few.

Although muted and pastel shades are by no means neglected, the high shades and university colors predominate.

Lightweight cloths that incorporate rubber cores but have neither the hand nor the look of rubber-content fabrics are in the offing here. Helanca processed nylon and Spandex fibers are also incorporated into segments of the United line.

Woven fancies tend toward the larger motifs in the new interpretations. Wide stripes have aroused keen interest in high colors on broad, white backgrounds.

Lightweight surface interest cloths in solid colors have been

created to serve as backgrounds complimenting any screen print.

**H. Warshow Sons** — Both Spandex-content cloths and fabrics incorporating lightweight rubber are segments of the featured grouping at Warshow where the "light as a feather" swim suit idea has made its mark.

As far as weave goes, basics of this line are what had in the past been considered novelty cloths. In the main, these are boucles, piques, crepes, twills, satins and silk slubs. All are offered as plain and printed numbers. There are, of course, the more tailored weaves supplementing the line.

Elasticized cottons come in batiste and faille weaves. Helanca nylon has also been sampling nicely. This firm maintains that black will retain its primary position among consumers, but the featured colors in the new line are in the pastel family; primarily yellow, pink and shades of green.

**Variety Keynotes New  
Swimwear Fabrics***(Continued from Page 3)*

loom as an important competitive factor for 1962.

The fiber line-up for knitted and woven swimwear fabrics, both elasticized and rigid, is somewhat longer than last year. The conventional fibers—cotton, Orlon, nylon in textured form—are still the mainstays. But use of other acrylics, notably Creslan and Acrilan, and wool appears to be gaining. Greater play is even being given to Dacron in combination with cotton, but mostly in woven constructions rather than in the knitted fabrics.

Both swimwear fabric knitters and weavers are looking ahead to a good season in '62. Although swim suit volume this summer was held down by inclement weather during May and June, most swim suit firms are emerging from the current season in fairly good shape. Reorder business did not quite come up to par but opening orders were of sizeable proportions. With most stores holding back closeouts, there is every indication that the new season will not be hampered by any significant stock carryover—a factor which always redounds to the benefit of swimwear fabric suppliers.

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**Swimwear****Knits Register  
In New Promotion**

CLEVELAND, O.—A sharp re-evaluation of swimwear promotion, with an eye towards available buyer cash is underway among major swimwear sales personnel in light of Cleveland's poor spring.

Most department stores reflected a "very slow swimwear sales period" because of poor weather. Said one top department store personality, "We are promoting swimwear far too early. What with the cold weather we had in May, it does us no good to promote early. Better we should not be first in promotion, but right weather-wise.

**Start Too Early**

"All of our stores promote too early for shoppers' cash. People don't buy swimwear or gay sportswear when they're still wearing winter coats. The one exception is cruise travelers."

Normally, there is a sharp upswing in swimwear sales during the last week of May with Memorial Day the official touch-off point. This year's poor weather has been reflected in a noticeable drop in sales; "as much as 25 per cent," according to one buyer who added, "Our suburban stores started to perk up in June when it turned hot" and she hoped that the major department stores would find a sharp upbeat in sales through

the July 4th season.

This year, sales of swimwear are estimated as off by as much as 30 per cent, although certain lines, primarily Jantzen, reports a good year because of extensive promotion and early season sales. At present, and through the July 4th shopping spree, reorders are underway, and if the current rush continues, and reorders can be filled from many department stores, most lines will regain a sizeable part of pre-summer losses, according to observers in this area.

**May Co. Promotion**

Among the sharper promotion activities in the Greater Cleveland area were those by Miss Pat Ferko of May Co. With the cooperation of Jantzen and Rose Marie Reid, May's spotlighted swimwear in the downtown and suburban stores.

Men's and boys' knits were heavily emphasized. Salty-by-the-sea swimwear for little boys at May Co. reflected the Hawaiian influence. Highlighted was the Hawaiian Villager boxer trunk coordinate set in a batik print which sold for under \$3.

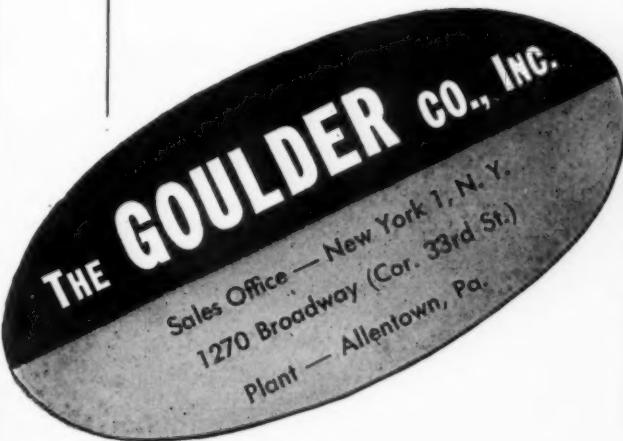
For older boys Jantzen offered lined swim trunks at \$6.95 and a handsome terry-lined cabana jacket at under \$13. Women's swim- and sportswear included a sheath swim suit, beach jacket, lined Jamaica shorts, and a knit shirt.

The teen-ager is a sales personality of her own, commented (Continued on Page 37)



Swimwear demonstrations at May Co., Cleveland, highlighted Jantzen and California makes. Left to right: a striped boatneck shirt with three-quarter sleeves by Jantzen, a Lastex-content sheath by Catalina and another Jantzen striped boatneck T-shirt.

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one buyer in a downtown store, who added that low-low back suits were one of the key sales points being offered this year. In a \$15-\$20 range, the suits came in black, red and sapphire. White, again, was a moving sales color but not as successful as two years ago.

#### Low Back Suits

In another fashion show with Miss Lee Maverick, Roxanne, as commentator, low back suits were featured, along with a woven stripe Lastex content and a carnation print woven elasticized suit in the just over \$20 range.

A falling leaves pattern in brilliant blues and greens, printed on a streamlined elasticized cotton maillot whose neckline dipped to a low V in back was reported a top seller at \$18 along with a covered up shoulder number in black nylon with white neckline contrast.

Higbee highlighted knits from such designers as Oleg Cassini, Brigance and Wieler; all in a range from \$20 through \$28.

Generally, Helanca nylon and spandex low-back maillots and

sheaths featuring built-in bras, were popular in the major swimwear sales areas in popular price ranges.

One-piece swim suits were overwhelmingly popular with bright colors in bold stripes and prints top favorites. The upbeat in population has seen sales bolstered, with some department store buyers wishing that a \$14 maximum range suit were more available. Knits are on the upbeat, but woven elasticized suits are at least about 2 to 1 in sales.

#### Maillot Style Big

The maillot has apparently registered strongly in women's buying circles and bids to repeat next year as a popular item. The low back knit has been increasingly popular also. Jantzen reports the low-back as number one in its area line.

The dominant backline is the rounded or U effect. Squared-off and V-backs are also prominently featured on knitted suits.

Necklines show considerably more variety. Most are U, V, or squared off to match backs, but some novelty necklines are halter and boatneck.

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YUKon 2-4616

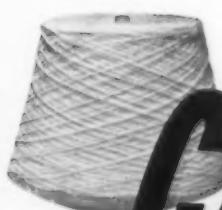


NYLON, ORLON, DACRON, CRESLAN . . . WHICH ONE IS BEST FOR YOUR NEEDS? ARNEL, ACETATE, RAYON, DYNEL . . . DOES ONE OF THESE ANSWER YOUR PROBLEM? . . . WHAT ABOUT ZEFRAN, ACRILAN, KODEL . . . OR DARVAN, ESTRON, SAYELLE? *Just how can a knitter know?*

No wonder you're a little confused about synthetics! As a knitter, you've enough on your mind without trying to keep up on all the new fibers, when they are introduced so thick and so fast.

So why not lean on the *experts* to advise you and guide your selection? Caron *knows* its synthetics . . . works hand in hand with the fiber researchers in new developments . . . is ready to recommend the right one for your needs, and supply it on your order. Don't spend your own busy hours when you needn't. *Come to Caron for counseling!*

WORSTED • ORLON • NYLON • ACRILAN • ALPACA • DYNEL • DACRON • MOHAIR • CRESLAN



**CARON**

*spinning company*

ROCHELLE, ILLINOIS • ROBESONIA, PA. • NEW YORK CITY

**Swimwear Display**

# Windows At Charles F. Berg Are Sophisticated, Humorous

PORLAND, Ore. — Swimwear window displays at Charles F. Berg are different. You'll rarely find a conventional-type swimwear window at Berg's, long-established women's specialty store in this city. And you'll rarely find an expensive window, either. On the other hand, you see windows that are original, entertaining, persuasive—better yet, windows that get action for swimwear, as proven by sales records during the days on which they appear.

Within a framework of simple rules, Robert Rigelman, display manager, uses imagination, originality and artful lighting in creating displays from all sorts of whimsical and improbable properties, achieving at all times a look of well-bred smartness and sophistication, with a minimum of expenditure.

Witness the following successful and comment-provoking windows, which have appeared during the past year or two:

- Neither live models nor alluringly curved manikins were required for a lively swimwear window on which was lettered a magnificently large-scale sign, written directly on the glass and

featuring an equally magnificent pun—"Look Ma, I'm Jantzen." In it, five matboard puppets, made by Rigelman at a total cost of \$2.25, danced and postured with abandon against a serenely plain background. The puppets were joined at neck, shoulders, elbows, wrists, knees and ankles; they could be suspended by their strings in any kind of "rag doll" position. Each puppet wore a Jantzen swim suit, whose contoured or textured effect presented interesting contrast with the flat puppet shapes. Flowered swim hats topped the merest sketched-in suggestion of a comedy face.

- On another occasion—again reducing the manikin to a minimum of representation—Rigelman achieved a striking



One of the imaginative swimwear window displays used by Charles F. Berg in Portland to promote swimwear.

window effect that inevitably caught every eye. Five suits were displayed on figures constructed out of ordinary wrapping cord—the same kind used for wrap-

ping packages—shaped and suspended by almost invisible wires pulling it taut at the needed angles.

(Continued on Page 41)

OVER 30 YEARS OF RUBBER KNITTING EXPERIENCE

## KNITTED ELASTICIZED SWIMWEAR FABRICS

by

*Surfab, inc.*

*a division of: KNIT-FORM MILLS, Inc.*

**Orlon® . . . Helanca® . . . Color Sealed Acetate**

in solids, fancies and novelties

Boys' and Men's Shaped Body Sizes

**Sales Office — East Coast**  
**SURFAB, INC.**  
 19 West 21st Street  
 New York 10, N. Y.  
 ORegon 5-4767

**Selling Agent — West Coast**  
**ALEXANDER PUGLIA & CO.**  
 948 South Main Street  
 Los Angeles 15, Calif.



## PACKAGE DYED IS A PERSONAL SERVICE AT GLEN RAVEN

Glen Package Dyed is the product of Glen Raven's own spinning and dyeing plants. Modern equipment and technology result in precision laboratory control and the ultimate in quality. Whatever your samples, Glen Raven guarantees a full line of custom color matching.



For further information: R. SIDNEY FLOOD, GLEN RAVEN MILLS, INC., 1430 BROADWAY, NEW YORK 18, LO 4-8866  
MOHER ASSOCIATES, 44 Washington Street, Wellesley Hills, Mass. (Cleveland, Ohio and New England)/SWIRLES & CO., 3222 Sunset Blvd., L.A., California (for West Coast)  
RUSSELL GANT CO., Burlington, N. C. (for South)

\*DuPont's Acrylic Fiber

The cartoon-type figures were done entirely in straight lines and angles; their heads were fashioned from bent coat hangers, plus sun glasses and fun hats. Various beach accessories—bags, sandals, beads—dangled near the figure or rested on the floor. A fashion magazine with swim suit cover was spread open on the floor near one of the wrapping cord figures languidly reclining on an imaginary beach, while the topmost manikin, leaping almost to the ceiling, triumphantly held aloft a package with the well-known Charles F. Berg signature.

These were the simple accessories used for a highly effective swim suit window. The background this time was yellow, with the suits all in shades complementary to yellow.

Again in this case, a big hand-lettered sign on the window tossed a pun at the customer already stopped in her tracks by the amusing display: "Oh Rose Marie (Reid) We Love You." It rained that week, so an additional sign soon appeared on one corner of the window—a rain-splashed umbrella, with yet another pun—"We're swimming

in the Rain."

• Exotically alluring but certainly quite different from the average "marine swim scene, was the one using regulation manikins, their svelte and lovely shapes topped with giant fish, in lieu of heads. The fish were merely Japanese fish kites, slipped down over the manikins' heads in such a way as to conceal them entirely.

The three swim suit clad figures were then suspended by huge wire "fish hooks." An underwater look was suggested by a scattering of glass bubbles on the floor and in the noses of the fish—as well as by the floating position of one of the manikins, languidly holding out the accessory jacket of her suit so that it, too, appeared to be floating. Each of the figures carried a smaller fish in her hand. Price cards were quite visibly clipped onto the hands with ordinary clothespins.

In this window, suits were in white and in black-and-white and gray-and-white. The background, too, was white, with spotlighting used in such a manner as to fade it away. The fish  
(Continued on Page 43)



"Be Wise . . . ELASTICIZE"  
your swimwear with

RICH-FLEX MFG. CORPORATION

*Elastic Yarns*



Mill & Main Office: 27 Foundry St., Central Falls, R. I.

N. Y. Office: 1261 Broadway, N. Y., N. Y. ORegon 9-2780

N.E. Representative: James R. Moore, 801 Industrial Bank Bldg., Providence, R. I.  
Minn & Wisc. Rep.: Roger F. Merrill, Upper Midwest Bldg., Minneapolis, Minn.

Illinois Rep.: Lewis S. Margolis—Herbert Hertzberg, 222 West Adams Street, Chicago, Ill.

# KNITTING ARITHMETIC

**the right source** = **the right yarn . . .**

*Representing . . .*



127 West 26 St., New York 1, N. Y.

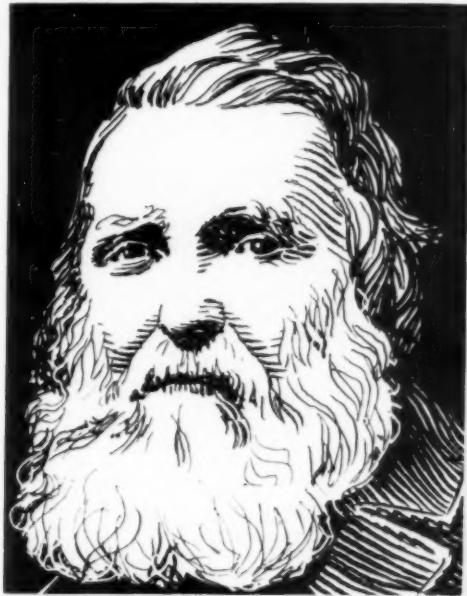
ALgonquin 5-4580

**AMERICAN THREAD COMPANY** =  
Star Spun Turbo Orlon — Dyed and Natural

**CAMDEN YARNS, INC.** =  
Finest Quality Wool Spun Yarns

**OSCAR HEINEMAN CORPORATION** =  
Textralized Yarns for Ban-Lon Garments and Fabrics

**BECK-KLEIMAN** =  
Worsted Yarns — Dyed and Natural



# fallspun

quality-control standards were written by **John Ruskin**



**FALLS YARN MILLS, INC.**

*Established 1904*

Woonsocket, Rhode Island • POplar 9-9880

**Selling Agents:**

Stanley Porter, New York City  
 Schaeffer, Pfizenmaier & Kirkland Co., Boston, Mass.  
 W. J. Miller, Philadelphia, Penna.  
 C. L. Miller & Sons, Utica, N. Y.  
 James & Cheatham Yarn Co., Burlington, N. C.  
 D. F. Swain Co., Chicago, Ill.

*"There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper and the people who consider price only are this man's lawful prey."*

That's why — for your protection and ours — Fallspun Yarns are controlled up to quality, at a competitive price.

If you, too, insist on dependability, specify Fallspun quality Yarns . . . produced exclusively on the woolen system from all fibers and combinations of fibers including Vicuna, Cashmere, Guanaco, Alpaca, Angora, Mohair and all the fur fibers, wool and synthetics of every type and description.

"heads" offered bright contrast in red and orange shades.

Here again, an outrageous pun supplied the final fillip—a window sign proclaiming the store's Sport Shop as "Offishul Headquarters for Elizabeth Stewart Swimwear."

The Charles F. Berg windows are an integral part of a well-known store image; they help to draw the picture of a store that's sophisticated, artistic, entertaining, as well as smart—a store that dares to be different.

"In planning a window, we try to think, what can we do that's different, that we and others haven't done before? Sometimes we're humorous, sometimes we're ridiculous," says Rigelman. "When we can poke fun at ourselves, the public likes us."

The three windows described point several principles used by the Charles F. Berg staff and analyzed here by Bob Rigelman:

"1. Windows are often done in just one color, or in one color with contrast.

"2. We want our windows to stop traffic—so we are apt to use high colors.

"3. We use a plain background, as we want to play up the merchandise itself.

"4. We do a lot of experimenting while arranging the windows, in order to achieve a good composition. We want the window to have 'flow'—to make the eye travel to the various points of interest, to take the attention where it is wanted.

"5. Lighting and shadow are very important. We put spotlights on merchandise only. We keep the shadow as dark as we can get it. We like to bring out the shadows of the figures and, in doing this, we use crosslighting and backlighting."

Mr. Rigelman makes use of regular theatrical lighting accessories, rather than ordinary window lights. A row of footlights is concealed back of a piece of cardboard paneling across the back of the window. Theatrical track is attached across the sides and framing the front, so that spotlights or other lighting can be plugged in wherever needed for a spectacular effect.

In keeping with the novelty techniques used in window dis-

(Continued on Page 45)

## METALLIC NOVELTY YARNS, INC.

**COMMISSION SLITTERS**  
Metallic and Plastic  
**MANUFACTURERS**  
**CONVERTERS**

**Sizes to Your Specifications**

Cellophane  
Acetate  
Butyrate  
Mylar

All Constructions of Supported & Unsupported Yarns

252 Marion Street  
Brooklyn 33, N. Y.

Glenmore 2-5362  
2-6698

# Sleek, Colorful Seashapes

**take on added  
Allure with  
yarns  
package-dyed  
by GLOBE**



Swimwear that's new—under the sun or in the swim—will be both style-right and color-bright when knit or woven from yarns (natural, synthetic or blends) package-dyed by Globe.

Give your creations the plus factor of vivid color appeal—imparted by Globe's superior dyeing.

Globe does package dyeing on tubes, skein and warp dyeing, warp bleaching and sizing.

Yarns processed include cotton, worsted, linen, blend and novelty yarns, and all synthetics including Arnel®, Creslan®, Orion® (Turbo, Hi-bulk and Sayelle) and Zefran®.



Since 1865

4500 WORTH STREET  
PHILADELPHIA 24, PA.  
JEfferson 5-3301



"THE KEY TO A MAN'S GOOD TASTE IN CLOTHING IS HIS CHOICE OF **Inter woven\* Socks**." AND INTERWOVEN'S KEY TO QUALITY IN KNITTING IS ITS CHOICE OF **TORRINGTON NEEDLES**. THERE'S A TORRINGTON NEEDLE FOR EVERY TYPE OF KNITTING MACHINE AND EVERY TYPE OF KNITTING.

\*Registered trade-mark of Interwoven Stocking Company.

**THE TORRINGTON COMPANY**

Torrington, Conn., U.S.A. • Bedford, P.Q., Canada • Coventry, England • Genoa, Italy  
TORRINGTON MEETS EVERY NEEDLE NEED: SEWING • KNITTING • TUFTING • FELTING

plays, the in-store decorations frequently carry out a special theme during the swimwear season. For instance, fitting rooms are different each year—sometimes made to look like bath houses with numbers, again like cabanas. One year, there were signs which pointed the way "To Berg's Bath House."

Rigelman frequently makes his own selection of merchandise from the Sport Shop or from other departments, to achieve the desired effect in planning his "conversation piece" window.

The store also uses its windows often with the purpose of trying out new and high-fashion merchandise. If the buyer is somewhat in doubt about the sales possibilities of new merchandise, a common procedure is to try it out via the show window method.

Berg's follows a custom of using swimwear styles in the windows which are different from the styles selected for the newspaper ads. In this way, the store has an opportunity to display additional merchandise to those who have already seen the ad. Another reason is that such a method provides a bet-

ter key to tracing results, both from the ads and from the windows.

Attractive and curiosity-provoking windows are especially significant at Berg's. The greater part of the window frontage of this somewhat narrow four-story building is on a recessed entrance court, and thus it must contrive to invite the viewer to walk in for a closer look. In a busy location, the store successfully competes for attention on a street lined with shops, hotels and flashing theater marques.

Sales figures and customer comments indicate that these conversation-provoking windows bring a good traffic of purchase-minded customers into the store's compact, but attractive swimwear shop each season.

#### Winner Of Feld Award

PHILADELPHIA, Pa. — Miss Judith Kaplan of Philadelphia, was the recipient of the annual \$250 Martin J. Feld Knitted Outerwear Foundation award at recent commencement exercises of the Akiba Hebrew Academy. Ingram Bergman, Knitting Mills, is chairman of the trustees of the foundation.

## MEIMAN MILLS, INC.

Woonsocket, R. I. • Webster, Mass.

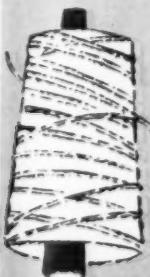
SPINNERS OF

WOOLEN SYSTEM YARNS

BLEND'S OF LAMB'S WOOL/ORLON®

100% SHETLAND—100% LAMB'S WOOL

GARNETTED ORLON®



YARNS SOLD THROUGH

## MEIMAN & CO., INC.

350 Fifth Ave., New York 1, N. Y.

Oxford 5-5825

Shelly Meiman, President

all  
these  
firsts...

## HAVE MADE ALLEN KNITTING MILLS THE FIRST IN 100% ACRILAN® ACRYLIC JERSEYS

**FIRST** 100% ACRILAN Jersey

**FIRST** "REDMANIZED"® Jersey of ACRILAN

**FIRST** Jersey in hi-bulk ACRILAN

**FIRST** in hi-bulk ACRILAN fancies and stripes

**FIRST** in yarn-dyed ACRILAN

**FIRST** in worsted-spun ACRILAN

**FIRST** in Type 16 ACRILAN

**FIRST** with Allenella Jersey Prints

**FIRST** with Eleganté—highest-quality Jersey knitted of worsted-spun Acrilan available in 2-denier

**FIRST** with SCOTT Apparel FOAM Eleganté—Eleganté with SCOTT Apparel FOAM bonded to it, creating new horizons for outerwear manufacturers

Allen Knitting Mills produced the first 100% Acrilan Jersey. Manufacturers asked for more... and more. Allen turned out, not only more—but entire new concepts in ACRILAN Jersey listed above.

Whatever you manufacture in Jersey, one or many of the ACRILAN Jerseys listed here can bring you "firsts" in peak sales. Come in and consult with us... we'll show you how the inventiveness that produced all these famous Allen "firsts" can work for you!

## ALLEN KNITTING MILLS, Inc.

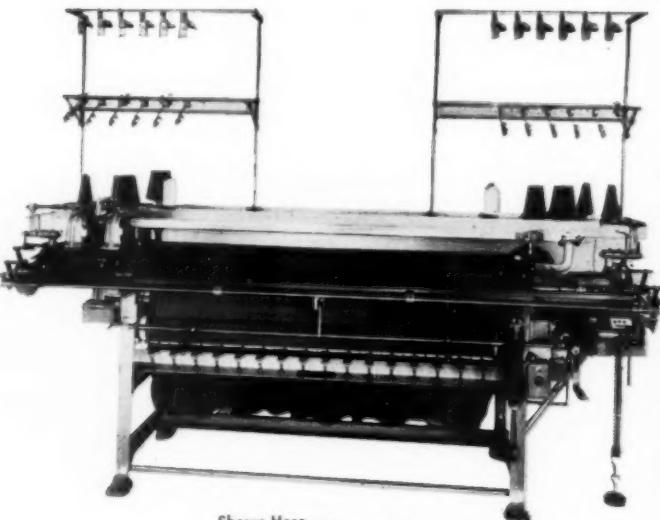
1412 Broadway, New York 18, N. Y.

# The Most Complete Line of Flat "V" Bed Knitting Equipment Ever Offered

## MODEL "AB"

### Single Lock (Single System)

1. Low cost.
2. 4 thru 12 cut, inclusive.
3. High and low butt needle arrangement on both needle beds.
4. Multiple racking over 1 inch. Number of needles dependent on cut of machine.
5. All changes except color made from either end of machine.
6. 4 stitch settings.
7. 12 end electric stop motions and automatic production counter.



Shown Here —  
Model "B"—New 2½ Cut Machine

## MODEL "ABD"

### Double Lock (Double System)

1. Same features on Model "AB" above but with the added advantage of higher production obtainable from the double system knitting head.

## MODEL "BD"

### Double Lock (Double System)

1. Same features as Model "B" but with double system knitting head for maximum production.
2. Not available in 2½ or 3 cut.

## MODEL "B"

### Single Lock (Single System)

1. 2½ and 3 cut with 66, 68, 72 and 74 inch needle bed width.
2. 4 thru 12 cut with 60, 61 and 72 inch bed width.
3. All changes made with carriage on either end.
4. Short Chain pattern control system.
5. High and low butt needle and push jack arrangement on both needle beds.
6. Multiple racking over 1 inch. Number of needles dependent on cut of machine.
7. 12 end electric stop motions with automatic production counter.

Inquire also about our:

MODEL "BJ" "V" Bed Jacquard Machine.

MODEL "TH" Tandem Carriage Links Machine

MODEL "DJ" Double Jack Links Machine

BORDER MACHINES

MODEL R-100 Raschel Sampler

For further information call or write

# QUEENS MACHINE CORPORATION

380 STARR STREET, BROOKLYN 37, NEW YORK

EVergreen 6-0020

**Mill News****Charles Fancher Named Bobbie Brooks Executive**

PORTLAND, Ore. — Charles E. Fancher has been promoted by Bobbie Brooks, Inc., to assistant general manager. The Bobbie Brooks line is for juniors and young women.

Mr. Fancher joined the company in 1958 as representative in Northern California and in 1959 was named Bobbie Brooks' Salesman of the Year. He also received the Distinguished Salesmen's Award, presented by the National Sales Executive Club.

**Gloray Knitting Mills Files For Stock Offering**

WASHINGTON, D. C. — Gloray Knitting Mills, Inc., Robesonia, Pennsylvania, which manufactures low and medium priced men's, boys' and junior boys' sweaters, has filed a statement with the Securities and Exchange Commission seeking registration of 125,000 shares of common stock. It is proposed to offer the stock for public sale on an all or none basis through underwriters headed by Shields

and Company. The offering price and underwriting terms will be announced at a later date.

At the present time, Gloray has 500,000 common shares outstanding, all of which are held by officials of the company, as follows: Jacob Dunitz, board chairman, 136,200; Matilda Dunitz, a director, 84,200; Howard I. Dunitz, president, 139,800; and Norman B. Dunitz, secretary-treasurer, 139,-800.

In the proposed secondary offering, Norman and Howard Dunitz will sell 12,500 shares each, and Jacob and Matilda Dunitz propose to sell 75,000 and 25,000 shares, respectively.

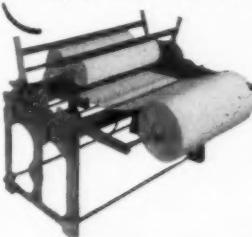
**Bankrupt Firms Ask Creditors Not To Act**

PHILADELPHIA, Pa. — The creditors committee for Shelley Knitting Mills, Inc., and Shelley Sportswear, Inc., will ask creditors to withhold action against them for six months. The companies failed to meet the first payment on a Chapter XI plan.

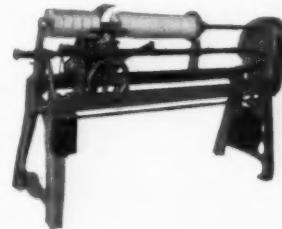
John M. Ashe, Shelley president, said the firms hoped to have funds by that time.

## INCREASE PRODUCTION with these UTICA MACHINES

Use these two machines together for the fastest and best way to cut tubular knitted fabrics into strips the straight way of the material. The Side Slitting and Re-Rolling machine slits the fabric open on the edges, rolling the top firmly on one paper core and the bottom on another at the rate of 50 yards a minute. Then the rolls are transferred to the Strip Cutting machine where they are cut up into strips. The whole job is done quickly, efficiently, economically. Write today for complete details.

**1 SIDE SLITTING AND RE-ROLLING MACHINE**

- Built-in adjustable spreader . . . takes all size rolls from 7" to 35" (wider machines to order).
- Crushing cutters easily cut any kind of fabric.
- Zerk system of lubrication to all roll shafts.
- Can be furnished with motor drive or counter shaft drive.

**2 STRIP CUTTING MACHINE**

- Measuring scale for cutting accurate rolls.
- New improved knife sharpening mechanism . . . 4-way adjustment for clean sharp edge on blade.
- Roll shaft and knife are driven through a gear train by a chain and sprocket from pulley . . . positively no slippage.
- Cutter shaft 1", 1 1/8", 1 1/4", and 1 1/2" on 45" machines; 1 1/4" and 1 1/2" on 55" machines.

NOW available with variable speed attachment, to slow up the knife and roll—eliminates fusing on synthetics. Contact us today!

**UTICA Novelty and Mill Specialty Company**

2445 Dwyer Ave., Utica 2, New York

Builders of Textile Machines Since 1903

**HAVE YOU HEARD?**  
**We're Now Making**

**FASHION COLLARS**

For Men's, Ladies' and Children's Garments

**QUALITY  
COMBED  
& CARDED  
FABRICS**

SINGLE & TWO PLY

\* 64 x 96 feed stripes

\* 32 x 96 feed pattern wheel

\* automatic stripes

\* tuck bars

\* rib & jersey

# LAWRENCE KNITTING MILLS, INC.

300 W. 24th St., Charlotte 6, N. C.

FRanklin 5-4406

Lawrence Levy, President

"WE DELIVER 'YESTERDAY'"

## Materials Handling

# Distribution Rolls Along Smoothly Because Of New System



At the Majestic distribution center in Cleveland, three packing lines like this are for transporting hanging goods. The gravity conveyor transports packed carton to live roller line. Each of the conveyors services six packing stations. The overhead trolley conveyor is for storage and delivery of empty cartons.



At the garment checking and packing department on the same floor, a traffic controller guides merging of the three lines onto the live roller conveyor (extreme right) without jamming. The conveyor leads to an inclined belt that delivers the cartons to floor above.

CLEVELAND, O.—At the distribution center of Majestic Specialties, Inc., blouses, skirts, sweaters, jackets and slacks come in from 20 contractors and go out as ensembles to retailers. The selling is seasonal, and the work volume erratic, but the orders have to be accurate.

Last year the volume of business and detail was swelling, under the old procedures, to panic button proportions.

### Call on Rapistan

To stave off unhappy consequences, the management called Rapistan of Cleveland, Inc., materials handling experts, and a management consultant. The three put their heads together and decided to apply Rapistan Techniques—which is officially defined as “coordinating all the management arts through the medium of materials handling for greater productivity and profit.”

In practice, that turned out to be a survey of everything at Majestic—stock arrangement, the flow of goods, paperwork, methods and space utilization.

### Flow System Installed

Next, a Rapistan flow system was installed. The equipment included flow racks, gravity wheel and roller conveyor, live roller conveyor and an overhead trolley conveyor. The results were a 35 per cent reduction in time required to ship and to 80 per cent reduction in travel distance and the time required to fill an order—plus fringe benefits like less walking, less fatigue and fewer errors.

Hanging goods—skirts, jackets, slacks, shorts—are stored on the sixth floor—capacity 250,000 units. Boxed goods—blouses, sweaters—are stored on the seventh floor—capacity 450,000 units.

1. Order fillers select hanging goods and hang them on trolley-mounted bars which travel on rails suspended above the center of each aisle on the sixth floor.

2. Trolley-mounted bars are moved manually to one of 18 checking and parking stations.

3. Packers take empty cartons from overhead trolley conveyor system which stores and delivers cartons to packing stations.

4. Packed cartons are placed on gravity conveyor lines for movement to a live roller conveyor. At the junction, traffic controllers merge cartons from three packing lines and live roller conveyor.

5. The conveyor transports cartons to the inter-floor belt unit to the seventh floor where a gravity conveyor takes cartons through the wire-tying operation. Completed orders are accumulated on roller conveyor lines.

6. On the seventh floor, boxed goods are selected from seven Rapistan flow racks with a capacity of more than 43,000 boxes. Medium-to-fast-moving items, accounting for 80 per cent of the volume, are stored in flow racks. Slower moving items are picked from stationary shelves.

7. Completed orders proceed to an analysis station to be checked for proper coordination of styles. Orders move through billing area and proceed to final packing and shipping. Here another overhead conveyor system delivers empty cartons to eight packing lines.

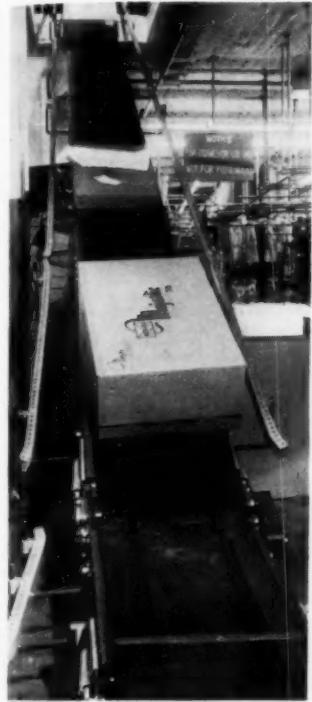
8. Packed cartons, by order, are placed on pallets for accumulation by carrier and dispatch.

### Not a Day Lost

The system was installed without a single lost day of shipping. Management planned in advance, and the employees were trained and prepared for the new methods.

“Our volume of business was over \$17,000,000 in 1959 and more than \$22,000,000 in 1960,” Harold J. Greenwald, general manager and vice president of distribution at Majestic, said. “Prompt handling of increasing volume is the key to a successful operation.”

Among the heroes of the new system were Joseph Sedlak, president, Management Consultants, Inc.; G. E. Moss, sales engineer, Rapistan, and Harold Witten, Majestic warehouse manager.



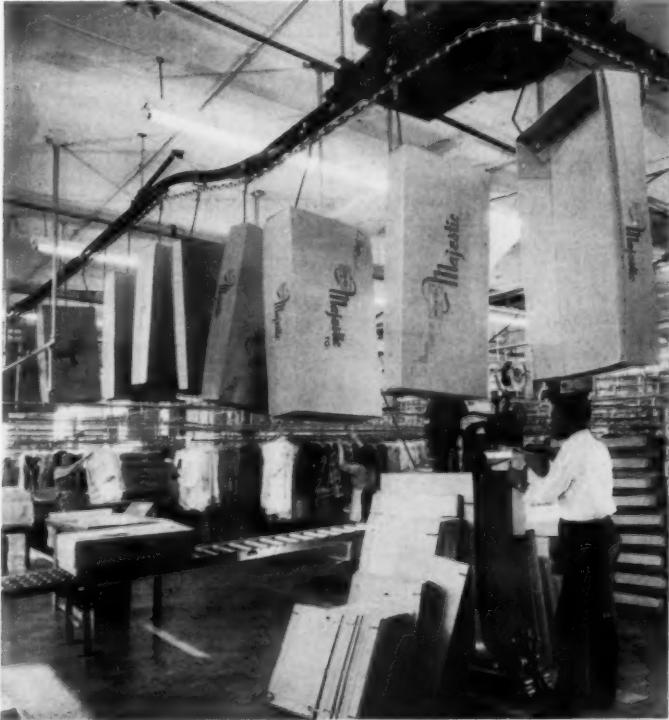
A 45-foot inter-floor belt conveyor carries packed cartons up to the top floor where they will be moved by gravity conveyor to a wire-tying machine.



On the top floor, the flow rack is recharged. Boxed sweaters and blouses are loaded in to be conveyed by gravity to the front of the rack for order selection. The size range is stored vertically, the color range horizontally. At the top of the belt conveyor from the floor below, two micro-switches control the flow of the cartons. The boxed goods order filling is done after the packaged shirts, jackets and slacks and shorts are accumulated.



At a packing line on the top floor, packages are checked and weighed. An overhead conveyor carries the formed and stitched cartons to the packing lines. Gravity wheel and roller sections are used in the packing and shipping department.



On the floor below, when a carton has been formed and stapled, it is placed on the overhead trolley conveyor loop. The overhead system services 18 packing systems. All told, there are 450 feet of overhead trolley conveyor.

**Mill News****Flagg-Utica Acquires Firm in Georgia**

Montezuma Knitting Mills, Inc., Montezuma, Ga., one of the oldest knit underwear manufacturers in that state has been acquired by Flagg-Utica Corporation of New York City.

As a wholly-owned subsidiary of Flagg-Utica, Montezuma Knitting Corporation will take over the business, good-will, trade marks and certain of the assets and liabilities August 1.

Jewett T. Flagg, president and chairman of the board of Flagg-Utica, said R. C. Collier, Jr. would be president of the Montezuma Knitting Corporation and that R. C. Collier, Sr. would be retained in an advisory and consultant capacity. It is expected that the operation will continue as in the past.

M. E. Eisenberg, executive vice president of Flagg-Utica Corporation said Montezuma Knitting Mills' men's, boys' and girls' sweat shirts items that had been discontinued at Flagg-Utica, would strengthen the Bodygard line.

Knitted outerwear and sports-wear also will be developed at Montezuma.

Flagg-Utica, operates three divisions in Florence, Ala., the Flagg division, the KnitKote division and the Sweetwater division. A division in Grantville, Ga., has three departments.

**Appoint Irving Newman Monroe Production Head**

MONROE, N. C. — Irving Newman has been appointed production manager of Dean Manufacturing Company, producers of knit polo shirts, plackets and coordinates. He was formerly with Sterntex, Inc., a branch of Southern Knitwear, Charlotte, N.C.

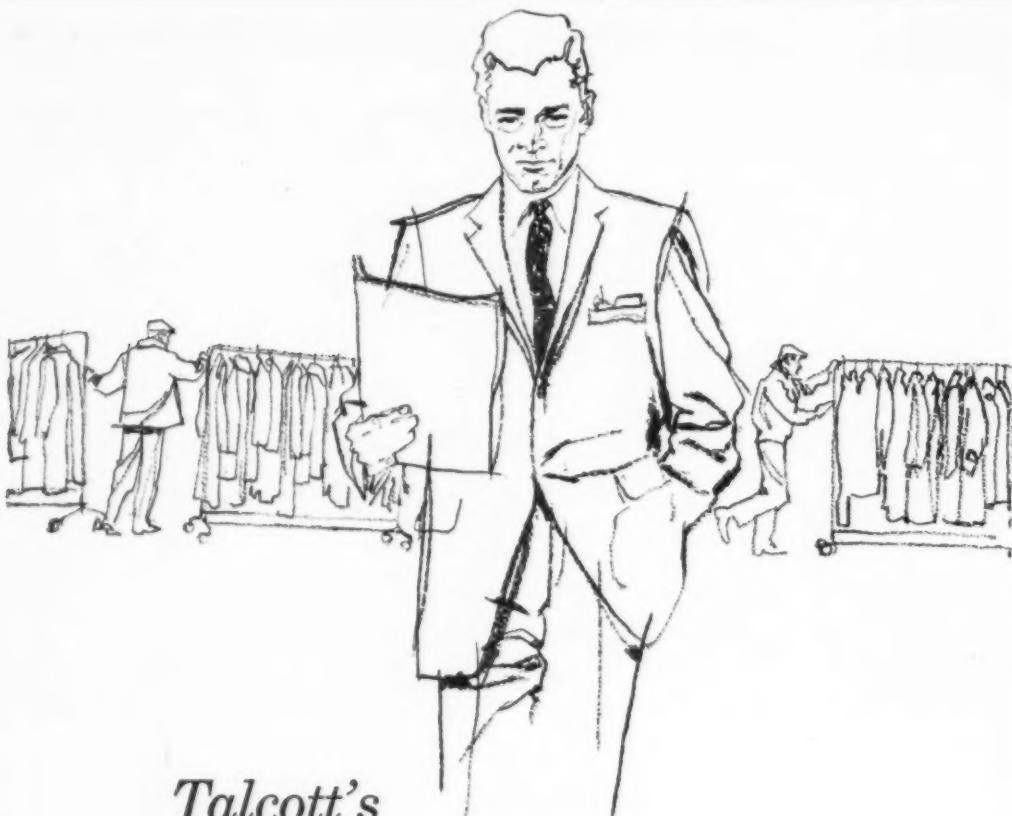
**Feder Names Blackstones As West Representatives**

Jack and Mildred Blackstone have been appointed West Coast representatives for Feder Fashions, importers of Tricosa of Paris couture knitwear.

Their headquarters will be in Los Angeles.

**Bradley Names Agent**

SEATTLE, Wash. — The Hugo Loewy Co., 110 Union Street, Seattle, has been appointed representative in this area for Bradley Knitwear.



## *Talcott's* **LOW COST NON-NOTIFICATION FACTORING**

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**Synthetics****Polypropylene Plant Starts Test Runs**

PHILADELPHIA, Pa.—The AviSun Corporation's new 100-million-pound-per-year polypropylene plant began initial equipment testing, prior to start-up of operations. Dedication ceremonies will be held in September it was announced by Dr. Herschel H. Cudd, president.

Located on a 214-acre site at New Castle, Del., the multi-million dollar plant will make AviSun the largest polypropylene producer in the world. The firm is currently producing 25 million pounds of resin annually at facilities at Port Reading, N. J.

Shipments from the new plant will begin in September when all components are expected to be operating, Dr. Cudd said. He pointed to the new facilities as an indication of AviSun's confidence in the future of polypropylene for molded and extruded applications in a wide variety of products, as a packaging film and as a fiber for both industrial and consumer markets.

AviSun, established in 1959 as an equally-owned affiliate of American Viscose Corporation and the Sun Oil Company, is the first fully integrated producer of the new thermoplastic material. The company's film manufacturing facilities and fiber pilot plant are adjacent to the new resin plant at the New Castle site.

Research and technical service laboratories are maintained at Marcus Hook, Pa., with corporate headquarters located in Philadelphia.

**W. J. Fullerton Joins Hartford Fibres Company**

W. J. Fullerton has joined Hartford Fibres Company, division of Bigelow-Sanford, Inc. as assistant to C. Chester Bassett, Jr., vice-president of Bigelow-Sanford, Inc., in charge of the Hartford division.

Mr. Fullerton is in charge of all marketing, merchandising, sales promotion and advertising for Zantrel Polynotic fiber.

**American Viscose Names Leslie L. Walmsley**

PHILADELPHIA, Pa.—Leslie L. Walmsley, of American Viscose Corporation, has been assigned technical service responsibilities to the dyeing and finishing trade. He will work closely with the dyeing and finishing division headed by Irving Welch and will maintain his headquarters at Marcus Hook.

Mr. Walmsley has been a staff member of the technical service department for the past eighteen years.

**Yarn Suppliers****Paul Silver Organizes Yarn Sales Agency**

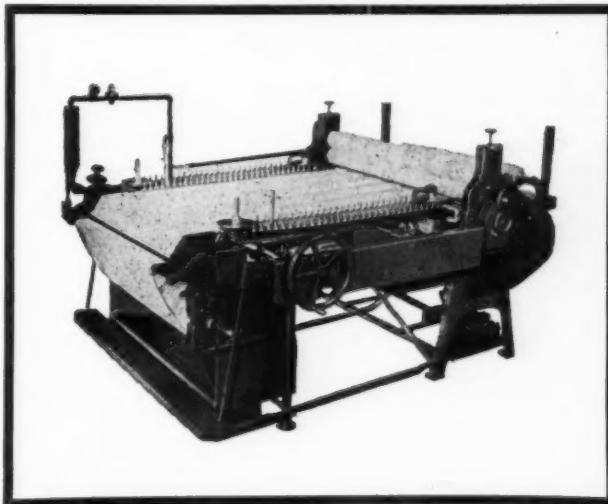
PHILADELPHIA, Pa.—Paul Silver, former president of the Girard Knitting Mills which was recently liquidated, has established a yarn sales organization at 628 Stetson Rd., Elkins Park, Pa.

He will represent several mills and sell woolen spun yarns, worsted and zephyr wool yarns, Turbo processed yarns in natural and skein packaged and tow dyed.

Mr. Silver will contact outerwear, hosiery and underwear mills.

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**Men's Wear****Cheery Note  
Evident At Show**

PORLTAND, Ore.—An optimistic feeling was noticeable at the Fall Market Week of the Pacific Northwest Men's Apparel Club, held in early June at the Multnomah Hotel, here. Business was regarded by at least some of the PANOMACS as up over that of last year. While traffic was not extremely heavy at this market, customers definitely were buying where lines proved satisfactory to their needs.

Enthusiasm was tempered with some caution. However, many knitwear representatives felt well satisfied with the market and with the season in general. To many, the market seemed a bit late in the year, with the fall season's business already quite well accounted for.

A good deal of uncertainty exists throughout the industry at present, with regard to future trends. Thus a wide variety of

styles and items were shown, and retailers bought in variety. Colors too were bought in wide selection.

Some definite color changes appear to be occurring with blue coming to the fore, and black appearing as a promising dark horse on the horizon. The plainer, more traditional types of stitches and fabrics are getting more attention than for some time.

Classic styles in all weights are proving strong for back-to-school for both high school and college groups, Ray Fargo, Towne & King representatives found. The V-neck sweater in lamb's wool is particularly important.

Semi-bulk, in place of pronounced bulkiness, represents the preference today. Brushed fabrics in medium weight are still selling very well in this Redwood City, Calif. line.

Fawn is good, green is still strong, and light blue again is showing up strongly. Lots of white is being sold, mostly with gray or brown trim. Plain colors continue to outsell stripes.

Of interest is the return of black as a fashion color in smart shops—mainly in lighter weight fabrics, including lamb's wool and alpaca.

James Fleming, representing Budd & Votaw of San Francisco, finds links and links knits an outstanding favorite for the current buying season.

One style which is selling well is a six or seven-button cardigan in lamb's wool. One version has a narrow vertical panel of a lacy stitch running down each of the fronts. There is also a plain version, without the panel. However, both have been equally popular with buyers here.

Sweaters in hundred per cent Shetland are also well-lined. Shetlands are offered in cardigan form, and in a choice of a crew or a V-neck, with the cardigan and the V-necked pullover getting the buyers' preference.

Blue was an outstanding seller in this line. Here, too, black was a much-wanted color.

Brushed sweaters continued to sell in a mixture of Shetland, mohair and nylon.

Jack Van Heuvel reported

continuing success for the zipper-front wool sweater made by Kaso Knitting Co., Seattle. It is offered this year in four styles—one very plain, with an emblem, the others with various elaborations.

The current line includes one sweater with a mandarin collar which has been received very well.

Kaso's Checkmate sweater has a neat three-color checked pattern in the knit. Colors are green or blue, combined with pearl gray and black.

Mr. Van Heuvel finds olive is still a strong seller, but is giving way a little. Black is coming up, to some extent. Blue is very strong in a medium and quite live shade. Victoria Sportswear, Inc., also of Seattle is using laminated jersey of 80 per cent Orlon, 20 per cent wool in some of their leisure-wear vests. Laminated to a thin layer of plastic foam, the vests have flap pockets and a satin lining.

The company also has laminated jackets, including one with a mandarin collar, in jersey combined with suede.

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## Men's Wear

# Surface Variations Are Highlighted In Creslan Knits



For leisure moments is this vertically striped, four-button, V-neck blazer knitted of 100 per cent Creslan. Note the low slung flap pockets.



Contrasted with a flat novelty stitch on the three-button placket and fashion collar is the unusual bulky mesh construction of a classic long sleeve sweater shirt.



A rough textured yarn and fine lustrous yarn—both 100 per cent Creslan—combine to impart dimension in a bulky pullover. The wide collar and design front show Continental influence.



Contrast piping outlines the fashion collar and placket of a short sleeve cardigan sweater-shirt knitted in a herringbone construction of 70 per cent Creslan acrylic fiber and 30 per cent nylon.



The identical jacquard knitted fabric is used for both sweaters, but the look is noticeably different. Right, the design that appears on the "right side" is clear and well defined. Left, the reverse is subtle and slightly muted. Here the unusual collar and bib insert are in solid color in a contrasting stitch. The men's sweater is a boatneck slipon with dropped shoulder.



Interesting surface texture is achieved in this bulky pepper and salt tweed 100 per cent Creslan long-sleeved pullover by the simultaneous use of a rough textured yarn and a luminous roving yarn.

**Women's & Misses'****Wools, Shetlands  
Active Sellers At  
Boston Market**

BOSTON, Mass.—The large number of buttons used on women's cardigans this season was conspicuous at the fall showing of the Women's Apparel Club of New England at the Parker House from June 25 through 28. This is attributed to complaints from the ladies of gaps in the conventional button spacing of past seasons.

Wool was favored by firms holding to classic styling and there were numerous applications of cotton. Shetland-type sweaters were said to be in good demand and many representatives anticipate a brisk business in fur blends for the holidays. The consensus seemed to be that bookings were about on a par with a year ago and holding their own.

Ban-Lon seems to be the big thing for fall in Spuncraft Knitwear's selections and this firm had an extensive selection of

pullovers in solid shades with multi-stitch trims about the neckline. Many of these stitch patterns were of embossed twisted cable and rick-racking and appeared to give the garments dual styling. For example, V panels of fancy stitching were used on turtle necks and wide flare collars gave silhouettes a cardigan effect. Another style had a roll lapel-type collar, tabbed down with buttons that gave the pullover somewhat the appearance of a jacket.

Among the novelties, Spuncraft offered a deep ribbed turtle held down in front by a three inch wide band, striped in white and the color, giving a tie effect; also a tunic boatneck with a herringbone rib insert about the neck, scalloped at the top. The herringbone pattern and scalloping was also used on the sash. One stitch pattern used for collars appeared to be embossed rick-racking reversed so the effect was a kind of basket weave.

Lew Skolnick, representing Spuncraft, said that bookings for terry cloth jackets with mandarin collars and one button close were continuing

strong for beach and casual wear. These were sleeveless and had two patch pockets. Some were decorated on the collar and pockets with designs embroidered in gold metallic thread and others had undersea-scapes printed on the back in brown, black, and pink on a turquoise background.

Wool cardigans and pullovers of lambs' wool and angora and lambs' wool with nylon and mink predominated in the Darlene Knitwear line and bookings were said to be especially good in this area for an eight button, hooded shaker sweater offered in eight solid shades for sizes 34 to 40.

Among the Darlene novelty selections, there was a pullover with a sewed-on collar extending into a sash bow tie offered with a decorative pin. Another of Orlon, had a cowl collar of diagonal ribbing and a four inch wide panel down the front with ribbing patterned in a wide herringbone and trimmed with two rows of five buttons each.

Bob Richman, of Helen Harper Sweaters, said that bulky Orlons seemed to him to be out-



Multi-color stripes in varying sizes design a Kookie sweater from the Princess Pam line of Ed-Burt Corp., standing for fall with demand especially good for cardigans. Everything in the line is designed to coordinate. This firm identifies its colors by university names and for fall featured Penn apricot, Temple ruby, Eli blue, Cornell red and Bates green.

One Helen Harper novelty doing well here was a bulky tunic with an all-over pattern of embossed rick-racking knit in (Continued on Next Page)

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Perfect as a topping for slacks is this poncho sweater with ribbed, standaway turtleneck and three-quarter sleeves from the Nan Dorsey line of Kaufman Knitting Co.

two colors. The color edged with white was used on the crew neck and the color was also used to trim the cuffs and hem and for the sash waist tie.

For bulky cardigans, this firm uses nine buttons or more and a wide club collar frequently. One style had horizontal stripes six inches wide with white alternating with the color and double stitching of white extending vertically creating a cube effect. Stripping was also used to set off the collar in blocks.

Helen Harper Sweaters also exhibited a hand-made Italian bulky cardigan of 100 per cent mohair. This had three panels down each side of the front of twisted cable, each two inches overall in width. This came in solids of white, kelly green, claret and sapphire. Mr. Richman said this extremely novel creation was to retail at \$17.95 and that bookings were very good. He also said a selection of Antron pullovers and cardigans, mock-fashioned and with short sleeves were moving very well.

Knit slacks and pullover co-ordinates, copies of Italian jersey styles, made up in cotton interlock were an important promotion in the Jane Coly line of Dormont Knitwear. Black was the predominant background tone and one style pull-over had a deep V to the waist down; another turtle neck had color in a diagonal arrangement on one side of the front with a

pocket in the colored segment; a third style, with crew neck and zippered back had two wide stripes in contrasting colors set diagonally on the front against black and came with a waist string tie and there was also a fourth style in this collection with two V's in contrasting colors extending from the outside of the shoulders to the hem.

Another Dormont set, also Italian copies, had blousons, Bermudas and pants made up in a Harlequin design with a diamond pattern extending horizontally comprising black, green and two tones of magenta.

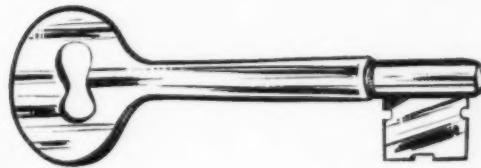
Myer Cauman, who has taken over the Sherry-Gale Casuals line for the first time in New England, said that this firm specializes in large sizes ranging from 40 to 52. Styles offered were cardigans with high V's and sailor collars in bulky Turbo-processed Orlons. White, blue, magenta, green and beige were the favored colors.

A number of manufacturers of women's sweaters have adhered pretty close to the classics in solid shades for fall. Bob Minsky, of Brownie Knitting Mills, said these styles were doing well in both the Shetland-types and the fur blends. For variety, this firm has used a small, cardigan-type club collar on pullovers trimmed with ribbing.



Cotton knit in an Irish fisherman design is backed with plastic foam to give year 'round insulation to a smock back, hooded coat. North Shore Manufacturing Co.

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## Women's & Misses'

### Plattery's Knits Are Patterned And Flared

Many themes are present in the collection of double knits Greta Plattery has designed for Cabot Knitting Mills. Among them are the moderate flare silhouette, unusual color combinations that result in flexibility within segments of the line and jacquards in both allover or area treatments. The use of stripes is also quite significant. An important characteristic of each piece within the collection is the interesting seaming that serves two purposes. It assures flattering fit and also creates design interest.

The fitted, princess flare is manifest in skirts and dresses. One dress is a sleeveless, high scoop neck that comes in solid color or with contrast piping around neck and arm holes. Examples are red with navy and oyster white with black. Ensembling this dress is a cropped jacket with stand up petal collar.

Another flare silhouette is on

a dress with a high boatneck cutaway top. This comes in a wide range of solids as well as a jacquard patterned fabric.

The flared skirt is also part of a coordinated ensemble that includes a skirt, a boatneck sleeveless blouse, a Chanel-type jacket and tapered slacks. Here, offbeat but blending jewel tones combine on a horizontally striped blouse. Emerald and turquoise are one combination; magenta and pink another. Both skirt and jacket are in solid color with contrast piping on the jacket. Slacks come in both shades. This combination of jewel tones also colors a boatneck, raglan sleeve, sash tied blouse in shades of blush magenta and pink.

One segment of Miss Plattery's color story is told with a single combination of colors given several different treatments. For example, black, camel and tan combine in a paisley jacquard and a widely striped fabric. These patterned fabrics are often coordinated with solid pick up colors for two- and three-piece outfits.

The paisley and floral jacquard

designs are divided into three segments: light background — dark figures, the reverse and a combination of jewel tone on tones. Paisley jacquards include a two-piece dress and tapered slacks. A popular top for the slacks is a short sleeve boatneck overblouse in a solid pick-up-color. Two-piece dresses with gently flared skirts and sleeveless overblouses are patterned in unusual floral jacquard designs set against bright solid backgrounds.

Black and white stripes, broad and narrow, respectively, form another design grouping. Two sheath dresses are featured. One contrasts white bulky ribbed cuffs and a cowl collar that splits in back. The second in a sleeveless boatneck with blouson top.

A textured diagonal stitch highlights the solid color grouping in which two styles are featured. The two-piece has a short sleeve boatneck top detailed with patch pockets and flared skirt. The sleeve seams are set in so as to create a squared off line rather than the usual curved one. The second is a coat dress

with small stand-up collar and sash tied at the waist.

Many three-piece outfits are included in the collection and these are all knit or a combination of a knitted skirt and jacket with a matching printed silk blouse. The first of these has a pleated skirt, blazer jacket and printed silk shirt. The second is a straight skirt, cropped jacket with stand-up collar, three-quarter sleeves and shaped seaming. Here the boatneck blouse has no sleeves. The three-piece knitted outfit consists of a jacquard blouse, solid color double breasted jacket and pleated skirt.

### Cortina Knits To Promote Important Unimported

LOS ANGELES, Calif. —

"The Very Important, Unimported Knit" will be Cortina Knits' theme for fall advertising and promotion. The firm is the women's classic knit subsidiary of Rose Marie Reid, swimwear manufacturer. The program will include color layouts in *Vogue* and *Glamour* magazines, and newspaper advertising mats for dealers which will appear during the peak of the season.

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**Knitwear Ideas From Abroad****Jacquards And Checks Prominent In Many Collections**

Three shades of green in combination with charcoal and white brilliantly color an all wool boatneck pullover whose jacquard motif has a tapestry-like effect.



Demonstrating a wide variety of Scandinavian jacquard designs and sweater styles are these three 100 per cent Orlon pullovers. Above, dark trim and background offset a finely pencilled allover design. Below left, neckline interest is in an away from the neck split and modified cape collar. Right, interesting designs in many colors cover a boatneck, hemmed sweater.



Wool and angora blend in a two-piece jersey dress or suit, left, where solid piping contrasts with tiny allover checks. Center, a solid standaway cowl collar, cuffs and hem are offset by large multi-color checks on a ski pullover. Right, mosaic tiles design a sweater blouse knitted of wool and angora.

It has an eased jewel neck, short sleeves and a detachable tie belt.



## Infants' & Children's Optimism Marks Coast Market

By VIRGINIA CORNING

PORTLAND, Ore. — The back-to-school market of the Northwestern Children's Travelers revealed a greater feeling of optimism and considerably better sales than at any of the apparel markets attended here in recent months. Closing hours of each day found many knitwear representatives busy with pencils and order books, trying to keep abreast of the situation.

This business upturn was not felt as necessarily forecasting a period of soaring sales and a seller's market, but rather more as a return to normal buying and reasonable confidence after last year's recessional period. Inventories had been cleared out, and retailers were ready to refill them.

Knits in infants' wear and toddlers' wear seemed to be drawing a larger share of the business than usual this season. There are more knitted items in these lines than before, and they

are meeting with an excellent response.

In girl's wear, a practically unanimous consent seems to have been reached by retail buyers on the colors to be stressed next year. Buyers have enthusiastically "gone along" with manufacturers' promotions of fashion colors for the coming season.

If there's a single store in the Portland market's trading area that isn't carrying one of the magenta shades next year, it will be news to salesmen at this market. Another very strong seller is a range of orange shades. Green, too—of a more vivid order than in recent seasons—has seen a good business; and the new brighter, clearer blues are doing well.

There is a trend toward the plainer knits, and brushed knits, though still selling well in some lines, seem to be weakening.

Longer sweaters for girls appear to be gaining, particularly in larger sizes.

### Match Mates

The dyed-to-match combination is still selling, but some representatives sense the possibility that a reversal is beginning to

set in. Sweaters in many cases are being bought without regard to skirts.

In boys' sweaters, European-type jacquard designs are enjoying a good deal of favor.

Florence R. Cassill, Infanta Knitting Mills, reported good response on a new version of an old type of knitwear—infants' knitted leggings, extending all the way to the shoulder. In use many years ago, they have long been obsolete. Infanta's modern presentation of the idea has a zipper up the front and is made of Orlon.

### Leggings Sets

The leggings come in sets which include cap and mittens. They are shown in white, with various decorations. There is also a great trend toward knitted bonnets for infants and little boys, in Miss Cassill's Wee Bonnets line of headwear. Some are of knitted Orlon combined with cotton corduroy, for either boys or girls. Others are combinations of knitted Orlon with angora.

Boys' caps at present are mostly equipped with a little hint of a visor or "bill," and Miss Cassill notes that this is

part of the current feeling that, even in infantswear, boys must look like boys. Her line, for instance, includes a little sweater with boxing gloves insignia on the chest, and there are other sweater emblems with similar manly connotations.

The trend also includes a swing away from colors that might be considered "girls'" colors. There is now scarcely any color which can be used for both boys and girls, Miss Cassill pointed out. Girls wear pink while boys favor maize or blue. Maize is occasionally still worn by girls. Mint green seems to have disappeared, and the lavender craze seems not to have reached into the infants' category.

White is still the best all-round color, and the demand is completely for Orlon, with little demand for cotton or wool, so far as this line is concerned.

Miss Cassill finds the classic Shetland coming back strongly for older boys and girls, while the brushed idea seems to be disappearing.

In boys' sweaters, Infanta has  
(Continued on Next Page)

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just put in sizes from 8 to 12, extending the range from the company's former 4 to 7 offering. An imported, handmade look is stressed, with various border effects and other designs in typical European "peasant" jacquard patterns.

For girls, the large collar is popular. Solid colors seem to be preferred, because so many plaid skirts and other patterned skirts are being sold. High colors are good including flamingo, a strong magenta; a rich orange; a clear, bright blue; and parakeet, an emerald green.

#### Knitted Snoods

In the Wee Bonnets headwear line, there are many knitted helmets this year, both for boys and girls, large or small. They are offered in a great variety of styles.

A rather new and popular idea for girls is the knitted snood which wraps around the head and is fastened at the back. Snoods are a replacement for the babushka which has been worn for so long. They are offered in sizes 3 to 6, and in 7 to 14. There are numerous other styles in knit headwear,

including an angora cloche for girls.

Jacquard patterns in boys' sweaters are very big this season, Bill and Rynetta Reekie, Pickwick Knitting Mills representatives, find. This line currently includes many multi-color jacquards. Both turtle and small 'V' necks are liked. Cardigans with button closures, rather than zippers, are wanted.

In the Reekies' Wonderall playclothes line, knits are very strongly represented in the infants' and toddlers' ranges, including Helanca stretch pants and suits in cotton flat knit. Styles include tiny Capri pants with shirts to match.

Cute and popular are the "butcher girl" suits, with Helanca pants topped by a "butcher boy" blouse. Emerald green, used with touches of white and red, is a new and successful combination.

A brushed Orlon knit top is used over corduroy pants, in appealing shades of apricot or turquoise.

Cotton knit has been used for some of the Wonderall Tinkletoes, described as a ter-

(Continued on Page 60)

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rific gift item. These toetinklers — play shoes or slippers with jingle bells on the toes—have been very popular. The Wonderall line presents them with leggings and feet together, forming an all-in-one garment.

#### Bulkies Still Big

Mabel Aiken, longtime May Knitting Co. representative, says that the May line for fall is bigger than it ever has been. Bulkies are still prominent, she finds, from layette sizes on up.

Miss Aiken, who also carries the Don Goldsmith headwear line, has knit styles which are selling well. A "snuggle hood" in all-nylon knit is liked for teen-agers. It wraps around the head and has some sewn-in shaping at the back.

The line includes knitted headwear in a great variety of styles, with varying decorations such as appliques and sequins. Among them is a knitted hat with fish scale sequin top for teen-agers.

John P. Wellman, Fay Knitwear, Inc., finds Orlon bulkies selling well, both for girls and for small boys. There is less

interest in shags, and plain knits are gaining in favor. His sales figures indicate magenta is going very well. There's also quite a bit of pumpkin, while gold and rust were beginning to pick up interest.

#### Classics Back

Henry Eals, representing Pandora Knitwear, finds classics coming back to some degree. Pandora's brushed bulkies, he says, are just as good as before and novelties are still very much liked. Favored colors in his line are blue, green, and a shade similar to magenta but not quite so deep.

Eals also has several other lines which include knitted garments for infants and toddlers. Among these items are infants' brushed Helanca-knit sleepers. There are also garments of 30 per cent stretch nylon and 70 per cent cotton terry.

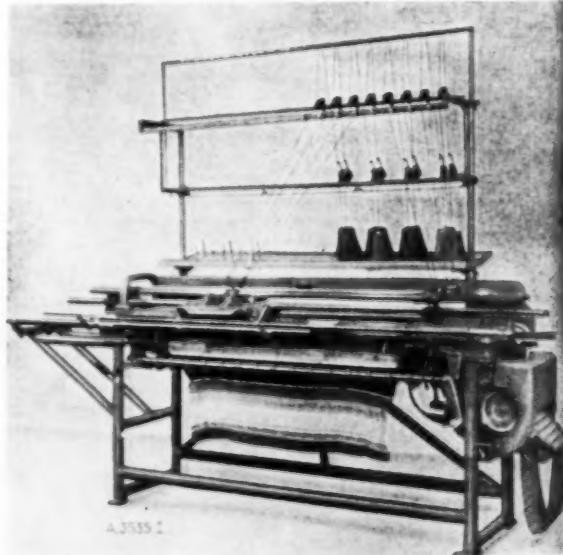
George Irvin reported fine response for his Doe Spun line of cotton knits for infants through 14 years. Some successful novelties are included, such as a romper suit with jet airlines emblem, and others

(Continued on Next Page)

- "DC" for bottoms, cuffs and novelty trimmings
- "DSC" with independent high or low butt selection for novelty trimmings
- "DRC" with independent high or low butt selection and stitch transfer. Novelty trimmings with lacy effects
- "BAN" Jacquard and Rib Intarsia garments or collars
- "BARB" for full fashioned collars, Jersey Intarsia sweaters
- "CAL" for true cable stitch patterns, Links and Intarsia garments

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with baseball emblems. Crests and emblems are important on all boyswear, Irvin says.

His Knitown Togs line includes an infant's hooded jacket in Orlon waffle knit, edged with rib knit and with embroidery bordering the hood. Sizes are small, medium and large.

For girlswear, magenta has been the color leader. Buyers are still looking for "something different," Mr. Irvin said. Bulkies are dead, he reports—and flat knits seem to be "it," at the moment.

Milt Sanders' Cromwell Mills line includes, for the second year, Orlon-and-wool knit permanently pleated skirts and Capris with Orlon shag tops. The latter have cowl or boat necks, with the cowl neck receiving the preference here. Helanca stretch pants are selling well.

Green is a good color for larger girls, in this line. Berlin blue and coffee are popular shades.

Paul and Lou Herrick reported some successful knit

items in their several lines. Knit creeper suits in all-cotton are currently selling better than for some time, Mrs. Herrick reports.

Some cotton knit dresses, and woven dresses with knit jackets are popular in the Jack Spiro & Co. Lily Bee line. Alamac Permathal and Cyana finishes add to the desirability of these dresses, Mr. Herrick reports. There are nearly twice as many knits in this year's line, and mothers are finding that the cotton knit dresses are easily washed and keep their shape well.

Ease of keeping garments clean is an important factor for girls' dresses, Herrick emphasizes. Prints are preferred to solid colors, at least for school dresses, because they don't show spots—although the solids are acceptable for party dresses. White collars are not well-received, since they quickly become soiled and necessitate washing the entire dress.

Colors this year are brighter—with preferences for fuchsia, magenta and a bright shade of red. Plaids are popular.



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### Laminated Knits

## White Stag Offers Foamed Skiwear

PORLTAND, Ore. — White Stag Manufacturing Company, following a successful introduction of laminated knit parkas into its men's ski line last year, is again presenting laminated skiwear for the 1961-62 season — this time in all of its ski categories, men's and women's, boys' and girls'.

A further expansion of the idea adds foam-laminated outerwear to White Stag's regular fall sportswear line. Company executives are optimistic about the future of the knit-laminated garment.

C. L. (Ted) Baum, vice-president in charge of sales promotion and advertising, says that "The laminated foam materials have created a great deal of interest because of their light weight, their suppleness and draping qualities, the warmth factor they provide, and the attractive effects that result from combining the foam with a knit

exterior."

Several of the men's laminated ski parkas in this year's White Stag collection have their approximate duplicates in the women's group. As, for instance, the Scandia knit reversible parka — a horizontal-striped multi-color jacquard of nylon and Chrom-spun knit, laminated to polyfoam. A button-down collar conceals a roll-under nylon hood. The garment reverses to a waterproofed nylon side, which serves as a lining.

Three combinations are offered — chestnut and cocoa, with chestnut lining; moss and martini olive, with martini olive lining; and winterblue and altitude blue, with winterblue lining for women and black lining for the men's style.

Slightly varying Scandinavian-type jacquard patterns in all-over design are used for men's and women's Icelander parkas of Orlon knit with polyfoam, reversing to solid-color waterproof nylon. Women's color combinations are brass and moss, with plum lining; black and red, with black lining; white and altitude

blue, with antique lining. The men's three-color combinations include moss, black and rust and winter blue, black and moss.

The Color-Mix raglan is a rather bulky Orion melange knit, laminated to Curon foam. Like the foregoing styles, it has a concealed hood, and there are zipped vertical pockets. Combinations are moss and black; altitude blue and black; and — for the men — rust and black; for women, plum and black.

Men's parka styles also include a Fine Line plaid in black or beige combinations, in cotton knit bonded to Curon; a Tabulator triangle jacquard pattern of heavy cotton knit; and a Smoke Stripe in vertical smoky-tone stripes of gunmetal, wine and black, or winter blue, silver and chestnut. The fiber content is 63 per cent wool, 37 per cent viscose, laminated to Curon.

All these have concealed hoods with snap-down or button-down collars, and all of them reverse to solid-color nylon linings. Several have adjustable button tabs at the hip.

Price range on the men's and

women's foam-laminated parkas ranges from \$27.95 to \$32.95 — with the majority at \$29.95.

The boys' and girls' ski line has a Scandia striped parka, similar to the men's and women's style. There also is an Icelander style in Nordic jacquard design in laminated Orlon knit — with combinations of black, blue and red, or white, moss and rust.

The children's styles have a lower zip pocket on the knitted side. The sizes are small, medium, large and extra large — all sizes retailing at \$19.95 for the Scandia and \$24.95 for the Icelander.

In the women's fall sportswear line, White Stag offers a highly attractive sweater coat, a carcoat type, with a wide shawl collar and three-button front closing — with the shell in washable laminated cotton knit.

The pattern of the knit — giving something of a wavy herringbone effect — contributes the appearance of bulkiness. Color combinations are holiday blue, Tyrolean marigold, skater's green or snow violet — all with taffy.



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**Factoring**

# Providing Needed Capital For Knitted Outerwear Mills

By MURRAY D. SANDLER  
President, Business Factors Corporation

IT is a truism in industry today to say that the faster a business grows, the more difficult is the company's problem in financing its growth. As sales increase, the weekly payroll and the bills become a greater burden because of the insufficiency of ready working capital. Despite the fact that the balance sheet shows a flattering ratio of current assets to current liabilities, the managers are in difficulty because most of the current assets of the company consist almost entirely of accounts receivable and inventories.

Business Factors Corporation, which is a subsidiary of Standard Financial Corporation, has lately been curious as to how prevalent this situation was in the knitted outerwear industry. Inquiry among manufacturers in this industry indicated that 40 out of 57 middle-size and smaller companies suffer from this ailment. Most of these companies were medium-sized companies rather than smaller. Together with this finding, Business Factors Corporation also discovered that there is a great deal of unevenness of growth among manufacturers.

In the main, the larger companies seem to be growing fastest; most of the medium-sized companies seem to be standing still, and the smaller companies seem to be growing, but slowly. It is only after extensive digging that the reasons for this curious pattern were ascertained.

1. Sources of capital for the larger companies are readily available. These companies have been in the business for a good many years, they have built up an extensive credit history, and command the confidence of bankers and security underwriters. With capital available, such companies keep pushing hard on production and sales.

2. Medium-sized companies have grown to their present stature by dint of hard work. But most of these companies have hit their expansion ceiling. Most of them cannot get larger credit lines from banks or longer terms, because their net worth hasn't increased much. The cost of a stock flotation in amounts of \$100,000 to \$300,000 is prohibitive. So they feel frozen in their present positions.

3. The smallest firms were found to depend entirely on banks, commercial finance companies, and trade credit. Trade credit, of course, is not too generous. Bank credit, on a 30, 60, or 90 day basis, is very helpful. But there is always the danger of no renewal, which means that the company cannot plan too far ahead, or take on any large orders. Factors and commercial finance companies, on the other hand, working with banks, make much more credit available, mainly because they can efficiently handle manufacturers' receivables as collateral.

As one of the largest commercial finance companies, Standard Financial Corporation and Business Factors Corporation have always been interested in the financial problems of medium-sized business — e.g., knitted outerwear firms whose annual sales volume ranges from \$100,000 to \$2,500,000. We find from clients in this field that their greatest need is for long-term money — and which most medium-sized businesses have the hardest time getting. By long-term money is meant credits for a period of time, to be used by an enterprise seeking to take on a new line, improve a location or plant, or increase its working capital for expanding sales purposes.

Local banks have often made term loans to a borrower acquiring new assets, or for re-funding operations. But where banks have provided repeated renewal of three-month and six-month notes, a type of term credit has been provided. Actually, knitted outerwear manufacturers tell us that borrowing for expansion of sales requires a longer maturity, perhaps two to five years, especially if the prices of materials continue to rise as they have been doing.

For such growing companies, Business Factors Corporation

has always offered factoring, with almost uniform success. Factoring is not a new device, but occasionally a banker or manufacturer seems unfamiliar with it. The factoring principle merely assumes that a company's accounts receivable are valuable assets, and can be used to increase a firm's operating capital. This is the basis of factoring. The extent to which factoring is being utilized today indicates that its use is widespread. About \$6 billion annually is now going into industry nationally and about \$81 million into the knitted outerwear industry in the form of factoring — money which is used as long-term capital by business, and which stays in the business as long as it is needed.

Last year, a New Jersey bank referred a knitted outerwear manufacturer customer to Business Factors Corporation, with a familiar and currently typical problem.

The manufacturer was doing a business of (in round figures) \$1,100,000 a year, and had \$200,000 tied up in accounts receivable. He could take all his trade discounts and handle a volume of \$1,800,000 if he had the necessary working capital. The additional requirement was about \$140,000. Short-term borrowing was not the answer, the bank felt, since he needed a permanent increase in working capital. He had no desire for partners, and flotation of a security issue was virtually impossible.

We approached the situation first from the angle of stabilizing the business. This was accomplished by the purchase of all the manufacturer's \$200,000 accounts receivable. We "advanced" payment on the accounts receivable, up to 90 per cent of their face value, and handed the manufacturer a check immediately for \$180,000 — the balance later.

The \$180,000 now became a practically permanent revolving fund, expanding with the needs of the business. As fast as fresh sales were made, they were "sold" to Business Factors Corporation, which promptly made

the requested cash advances.

The net result of all this, in this example, was that this knitted outerwear manufacturer obtained the required \$140,000 for expansion of his business, plus \$40,000 to spare. He had not increased his capital stock or jeopardized his control of his business. He continued to bill his customers and collect his invoices under our Non-Notification Factoring Plan. He now could, without hesitation, take on additional business up to his \$1,800,000 capacity plus, which he did. Within three years, he was a desirable customer for the bank, on an unsecured basis — and back he went.

The customary functions and duties of a factor might be pictured something like this: The factor substitutes cash for receivables on the client's books — as soon as the merchandise is shipped. Thus, each day as shipments are made, they may be converted into 90 per cent cash immediately. In addition, the factor guarantees his client against all credit losses, and relieves the client of all credit-checking problems. Factoring is available on a Notification or Non-Notification Plan.

Factoring is designed for the otherwise prosperous manufacturer or wholesaler whose sales are outrunning his working capital. With factoring, he is enabled fully and properly to utilize his own resources, without expanding his capital structure.

With factoring, the manufacturer or wholesaler may offer terms, dating, and other competitive inducements without freezing his own working funds; the factor merely carries the burden. With factoring, the manufacturer or wholesaler takes every discount available. Material purchases of \$100,000 per year (for example), would permit about \$2,000 in savings if the typical two per cent discount is taken. This savings alone will frequently exceed the total cost of the financing involved.

As far as costs are concerned, on a simple interest basis, accounts receivable financing is usually more expensive than

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**Knitted Outerwear Times**

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MURRAY HILL 3-7520

## How Factoring Provides Needed Capital For Mills

(Continued from Page 63)

bank credit. But on a dollar cost basis, it is scarcely more expensive than bank credit. About that, two things might be said:

1. Factors charge interest and commission on a daily basis. Frequently, a manufacturer doesn't need turnaround cash for more than about 20 days in each month. Use of cash for 20 days from a factor is often no more expensive than a 30-day bank loan—in addition to which the factors assume credit risks, collection and bookkeeping expenses.

2. Factors will tread where other financial institutions may refuse to go. Many manufacturers may be young and unseasoned in competition, or the medium-sized company's financial statement may not meet the eligibility requirements of the bank. Or again, though a middle-sized manufacturer is a respected bank borrower, he cannot always obtain an immediate increase in bank lines when confronted with a large and sudden increase in volume of busi-

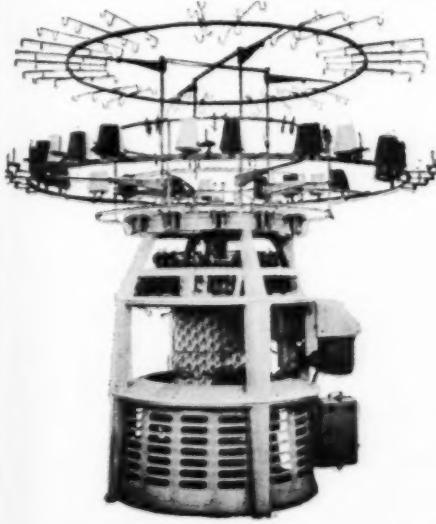
ness. Moreover, governmental policy may suddenly intervene and tighten bank credit. Factors often fill the gap in these cases, and in other situations.

In the light of the experience of Business Factors Corporation for many years, it becomes increasingly evident that some manufacturers might do well with straight bank credit, some with insurance company loans, some with chattel mortgage loans from finance companies, some by accounts receivable financing, some by factoring, etc. So long as a business is a going business, with reasonable outlook for growth and expansion, there is some financial agency which can meet the company's problems. All that is required is some energy and initiative on the part of the company managers in investigating the various sources of finance and not being bashful about showing their audited statements.

### LIU Class Hears Talcott Factoring Expert

Matthew C. Spinner, an assistant vice president of James

(Continued on Page 66)



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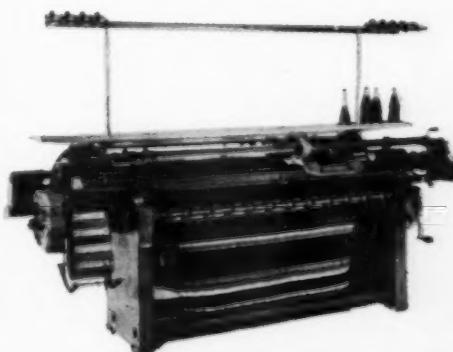
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**COMMERCIAL FACTORS CORPORATION**  
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Talcott, Inc., explained factoring to a Long Island University class in business administration and finance. Mr. Spinner has been with Talcott's Factoring Division the past 15 years. He also is a vice president of Hamilton Factors Corporation, a wholly-owned Talcott subsidiary.

## New Acid-Dyeable Orlon From Du Pont

(Continued from Page 1) particularly in sweaters, socks and jersey fabrics. Use of these blends in woven fabrics also is expected as development work progresses.

In knitwear, fancy color patterns produced by piece-dyeing will make it possible for sweater, socks and jersey fabric manufacturers to carry out special color promotions in various geographic areas with little or no delivery delays and allow them to fill specific color orders quickly.

In woven fabric, cross-dyeing of Orlon Type 44 and Type 42 acrylic fiber combinations will make possible a broad variety of styled fabrics in lightweight coats, sport shirts, suits and dress fabrics.

Currently available in three- and six-denier forms, Orlon Type 44 acrylic fiber is priced at \$1.33 a pound for three-denier and \$1.23 a pound for six-denier.

## A. Paul Cohen, Past Head, Suffolk Knitting

(Continued from Page 1) War II, he was a member of the War Production Board.

He was president of the Hebrew Home for the Aged for ten years and a trustee of Beth Israel Hospital.

He is survived by two daughters, three sisters and a son, Alvin S., who recently formed Alvin Knitting Mills, Philadelphia, after 15 years with Suffolk. A brother-in-law, Israel Cohen, is president of Suffolk.

Sidney S. Korzenik, NKOA executive director and counsel in a statement mourning Mr. Cohen's passing said:

"The industry is saddened by the passing of A. Paul Cohen. A former president of the National Knitted Outerwear Association and a business leader, he has been well and warmly re-

(Continued on Next Page)

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membered in the industry from which he retired some 15 years ago in order to devote himself largely to good works. His memory will continue to be honored among his many friends for his personal relationships and for his contribution to this industrial community. We extend our earnest condolences to his family and associates in their bereavement.

### D. Schwartz, Wife Of Past Owner, Jefferson Knitting

Dena Schwartz, wife of David Schwartz, former owner of Jefferson Knitting Mills, Brooklyn, died suddenly on July 11.

In addition to her husband, she is survived by two sons; Harry and Sam, three daughters; Sadie, Annie and Helen, grandchildren and great grandchildren. Harry Schwartz is president of Spuncraft, Inc.

### Dyeing & Finishing

#### Robert Strahley Named To Franklin Process Post

Robert F. Strahley has been appointed assistant division manager of the Franklin Process Company, a division of Indian Head Mills, Inc. Franklin Process is a leading producer of package dyed yarns.

He will be in charge of operations of the company's three plants at Greenville and Fингerville, S. C. and Chattanooga, Tenn. A large scale expansion and modernization was completed recently.

Mr. Strahley will maintain his headquarters at Chattanooga. He joined Franklin Process

Company in 1926 at the Greenville, S. C. plant, became production manager of the Chattanooga plant when it was built in 1927 and was made plant manager in 1952.

### Knit Yardgoods

#### Irish Quality Fabrics To Be Promoted Here

The Irish Export Board, an agency of the Irish government, has appointed Kameny Associates, Inc., here, to handle advertising and promotion for the Irish Fabric Knitters Group. The group is an association of seven mills that produce double knit worsted jersey fabrics.

The Alban Corporation has been appointed as public relations counsel. The promotion program will be supervised by Nat Kameny, president of Kameny Associates, Inc.

"Because Irish double knit jersey fabrics are a high quality product, we have no intention of competing with the mass American fabric market," Brian MacMahon, manager of the Export Board's office here, said. "They are suitable only for a quality market. Irish double knit fabrics have long enjoyed wide acceptance throughout the Continent but we have never attempted to tap the United States market on a broad scale."

In October, the Board will sponsor a fashion show at Ireland House here.

### Synthetics

#### Celanese Raises Price

Celanese Fibers Company has increased the price of its 55 denier Arnel triacetate filament yarn for tricot knitting by five cents per pound from \$1.20 to \$1.25.

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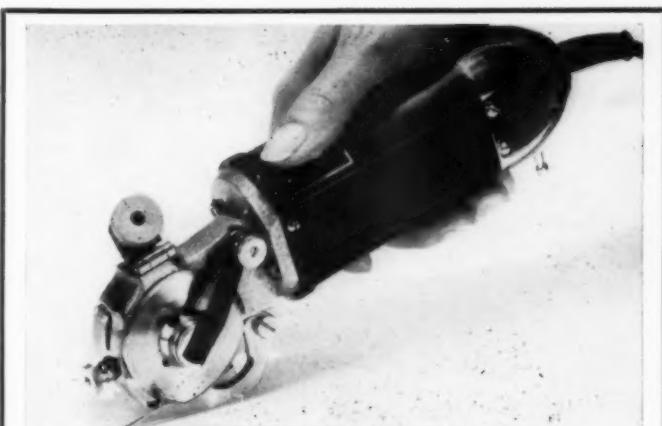
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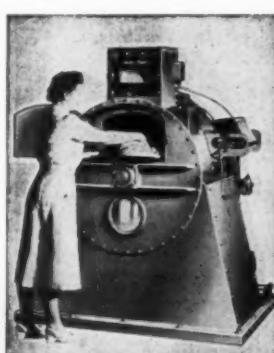
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## KNITTING PATENTS

NEW OSCILLATING MOTION CIRCULAR KNITTING MACHINE PATENT GOES TO SUPREME KNITTING MACHINE COMPANY. A new oscillating motion circular knitting machine invented by Samuel Mishcon, Rockaway Park, N. Y., has been granted U. S. Patent No. 2,988,905. The patent has been assigned to Supreme Knitting Machine Company, Inc., Ozone Park, N. Y.

The newly patented machine is designed for simultaneously knitting plural relatively narrow strips of fabric with selvage edges along both longitudinal sides and the leading end of each strip.

The apparatus comprises, in combination, a circular knitting machine including a slotted needle cylinder and a slotted dial fixed against rotation relative to each other; an annular cam support concentric with the cylinder and dial; cylinder needles arranged in circumferentially spaced groups around the cylinder with each group having an arcuate extent corresponding to the desired width of the strips and separated from adjacent groups by non-knitting areas of uniform arcuate extent. Dial elements are arranged in angular spaced groups around the dial and each is associated with a group of cylinder needles and extending over an angle substantially subtending the arc of the associated group of cylinder needles.

Plural cylinder cam mounting elements on the cam supporting member correspond in number to the groups of cylinder needles. The mounting ele-

ments are positioned at equal arcuate distances from each other. Plural dial cam mounting elements are each supported from a cylinder cam mounting element and overlay the dial.

Cylinder cams on each cylinder cam mounting element provide cam tracks engageable with the butts of the cylinder needles to move them through a pre-set stitch forming sequence irrespective of the relative direction of movement of the cylinder needle butts along the cam tracks. Dial cams on the undersurface of each dial cam mounting element provide cam tracks engageable with the butts of the dial elements to move them through a pre-set sequence irrespective of the relative direction of movement of the dial element butts along the last-named cam tracks.

The cam supporting member and the cylinder are mounted for relative oscillation through an arc equal to the center-to-center spacing of the non-knitting areas with the cylinder and dial cams centered alternately in adjacent non-knitting areas during each oscillation.

DU PONT GETS PATENT FOR NEW WOOL-LIKE CELLULOSE TEXTILE—A method for preparing a cellulose textile material possessing substantially the single fiber, liveliness, crease resistance and bulk characteristics of wool, invented by Hugh C. Gulledge, Newark, Delaware, has been granted U. S. Patent No. 2,980,490. The inventor has assigned the patent to E. I. du Pont de Nemours & Company, Inc.

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## NKOA Officials Go To Switzerland

(Continued from Page 1)

in the informal arrangements reached with Japan in 1956 under which Japan imposed upon itself limitations in its export of cotton products, including cotton knitwear, to the U. S. market. Japan has been observing these restrictions, but the understanding which was to cover a five-year term will soon expire. The new international arrangement which is being sought in cottons may lay a groundwork for principles that will be applied to other textile imports from Asiatic sources.

The problem is somewhat complicated by the complaint of Japan that in the absence of restraints on other exporting areas such as Hong Kong, the limitations accepted by Japan have operated in favor of her competitors. One of the objections, therefore, is to obtain a similar limitation on Hong Kong exports somewhere about 30 per cent below current levels. The knitted outerwear industry has witnessed an increasing flow of cotton knitted shirts from Japan and Hong Kong. While this threat is rising, the industry is also experiencing its major problem in the case of wool knit goods from the Orient as well as from Italy. Association officials hope that an international understanding on cotton textiles will clear the way for an understanding of relief to certain other areas such as wool and acrylic fiber knitwear.

The naming of industry advisers to assist the American Delegation in Geneva has been the subject of some conflict which is believed to exist between Commerce and State Departments, the former being in

favor of having such a cadre to furnish information and advice to official American negotiators, the State Department being opposed to any such arrangement that may impair the negotiators' free action. It is known, however, that the Japanese delegation may even include industry leaders among its official negotiators. It is also believed that the delegations of other nations will be assisted by industry advisers who will be on hand in Geneva.

Among the 17 industry advisers who will be at Geneva, as aides to the official American team, Messrs. Nields and Korzenik will speak for knit goods. Mr. Korzenik who has on past occasions also acted as spokesman for general apparel interests, will also voice the views of the apparel industries on any issues that may arise affecting apparel in general.

Some of the other representatives of the U. S. textile industry who will be at Geneva are: Robert T. Stevens, president, J. P. Stevens & Co.; Roger Milliken, president, Deering, Milliken Inc.; Edwin Wilkinson, National Association of Wool Manufacturers; Seabury Stanton, president, Berkshire Hathaway Inc.; William F. Sullivan, president, Northern Textile Association; Robert C. Jackson, executive vice president, American Cotton Manufacturers Institute; Robert Gibson, Cluett Peabody, Lawrence Philips, Philips Van Heusen and Matthew O'Brien, president Man-Made Fibers Association.

The official American team of negotiators will consist of Hickman Price Jr., Under-Secretary of Commerce, George Ball, Under-Secretary of State, Willard Wirtz, Under-Secretary of Labor and others from each of these departments.

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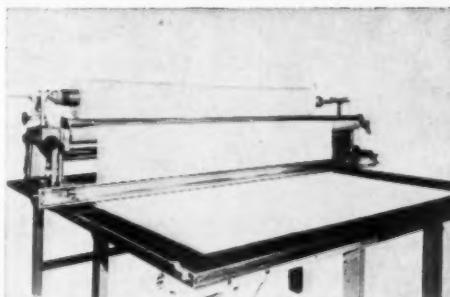
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## INDUSTRY'S BOOK SHELF

**THE COST-MINDED MANAGER**, by John D. Staley. Published by the American Management Association, New York City. 288 pages, cloth bound, \$6.75. AMA members: \$4.50.

Effective cost control does not result from arbitrary penny-pinching, crash programs, or short-term enthusiasms. It is not an emergency device to combat recessions or sudden foreign competition.

Cost control is, says Mr. Staley, an integral part of sound management. It exists in every company that is well managed, regardless of sudden shifts in the market or the labor force. He explains why continuous attention to costs is a key element of every executive's job and shows how to establish an effective cost reduction and control program.

After analyzing the basic concepts of cost control and revealing how to get real cooperation throughout an organization for a cost reduction program, the author discusses the human factors involved. These include the role of the supervisor, motivation, rewards and incentives. He then goes on to show specific ways of controlling labor and maintenance costs, how work specification and methods improvement can produce savings, and how cost data are collected, analyzed, and acted upon.

John D. Staley, formerly manager of AMA's Personnel Division, is director of industrial relations at GENESCO. He formerly was in charge of personnel and labor relations for the Schweitzer Corp. He has served on the staff of the Rutgers Labor-Management Institute,

and has lectured and written widely on management subjects.

**THE EMPLOYMENT INTERVIEW** (Research Study 47), by Milton M. Mandell. Published by the American Management Association. 110 pages, \$4.50. AMA members: \$3.00.

This book reports on two AMA surveys of current interviewing practices in 273 companies and 140 college placement offices. It is written for any employment interviewer, whether he is a line manager who is required to conduct these interviews from time to time or a full-time interviewer.

For line managers, the research study provides the specific orientation and direction they need to do this sensitive and important job well. The professional interviewer will find in *The Employment Interview* reports of actual company methods and approaches that he can compare with his own.

Milton Mandell has specialized in management selection and evaluation for more than 15 years. He discusses every aspect of the employment interview: how much time to spend, use of the preliminary interview, when and how to use multiple or consecutive interviews, the depth interview, the salesman's patterned interview, and group discussion. He also analyzes the common shortcomings of interviews and interviewers and suggests how to avoid them.

Ranging from interviewing methods and procedures, through the selection and training of the interviewers them-

(Continued on Next Page)

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selves, this 110-page Research Study comprehensively reports on a basic element of company recruitment, statistical data and 28 pages of reproductions of actual personnel forms—used by leading companies for various kinds of interviews—and to the usefulness of this study.

\* \* \*

**DEVELOPMENT COMPONENT SUBORDINATES**, by James Menzies Black. Published by the American Management Association. 128 pages. Clothbound. \$4.50. AMA members: \$3.00.

When you develop competent, self-reliant subordinates, you strengthen your company's competitive position and increase your own chances of success in management, says the author. It is his thesis in this book.

Mr. Black, assistant director of personnel administration for the Pennsylvania Railroad, argues that line managers must return to positions of personal leadership in their departments. Formal training programs and the stepping up of technical and mechanical skills are not, alone, sufficient to meet the challenge of industrial change, automation, and the shortage of managers expected by 1965.

What will be successful, the author states, are improved personnel selection and training practices plus the continuing personal attention of the supervisor to the needs and potentials of his subordinates. The supervisor must seek out opportunities to develop the individual workers who report to him, the author says. He must give more time and thought to the basics of worker education, improve his own skills in communication, organize his department in such

a way as to utilize special employee aptitudes, and at the same time continue to improve his own performance and skills.

The author tells how to: create an atmosphere for accomplishment, present information and instruction clearly, put a new employee to work without loss of time or motion, follow up and check his progress closely, encourage suggestions, criticize constructively, and win and hold the employee's loyalty. Counseling, committees, conferences, job rotation, and other management development tools are discussed, and suggestions are given for dealing with workers whose personal difficulties impinge on their job efficiency.

\* \* \*

**MANAGEMENT'S TALENT ASSOCIATION**. 160 pages. \$4.50. AMA members: \$3.00.

This book will be useful to any manager responsible for recruiting competent personnel—for the specialist in charge of a large-scale, continuous recruiting program, for the small company executive who cannot afford an elaborate operation, for college placement officers, and for every personnel man who is—or may become—responsible for recruiting competent professional and administrative personnel.

It is a compilation of do's and don'ts of recruiting—planning and central staffing, non-campus operations, campus recruitment, implant operations, communications, and progress reporting. The author, P. W. Maloney, assistant manager, employee relations, Esso Research and Engineering Co., draws on practical experience for this 160-page volume.

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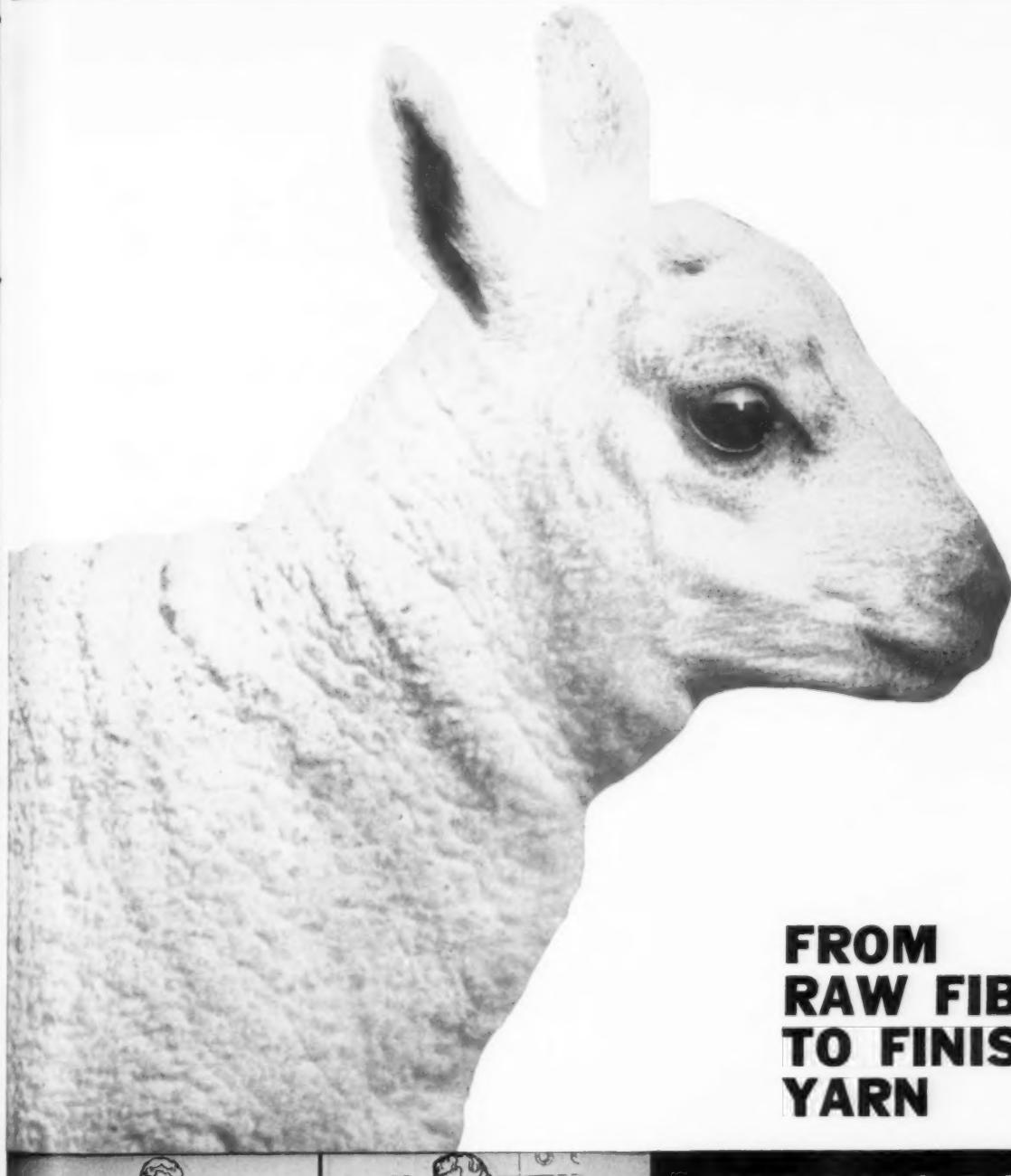
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